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R a C O R


## IMPORT REGISTRATIONS SHARES IN U. S.

| | DECEMBER | | | | | TWELVE MONTHS | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Regis., Dec., 1981 | Percent Share of Market | Regis., Dec., 1980 | Percent Share of Market | Pct. Pt. Change '81 vs. '80 | Regis., 12 mos., 1981 | Percent Share of Market | Regis., 12 mos., 1980 | Percent Share of Market | Pct. Pt. Change '81 vs. '80 |
| Toyota | 40,281 | 21.86 | 41,225 | 21.96 | — 0.10 | 566,042 | 23.28 | 560,090 | 22.68 | + 0.60 |
| Datsun | 34,759 | 18.86 | 34,072 | 18.15 | + 0.71 | 452,153 | 18.59 | 506,075 | 20.49 | — 1.90 |
| Honda | 27,029 | 14.67 | 30,418 | 16.20 | — 1.53 | 365,638 | 15.04 | 351,342 | 14.23 | + 0.81 |
| VW | 16,861 | 9.15 | 19,040 | 10.14 | — 0.99 | 231,713 | 9.53 | 255,232 | 10.34 | — 0.81 |
| Mazda | 12,597 | 6.89 | 16,051 | 8.55 | — 1.66 | 172,315 | 7.09 | 159,788 | 6.47 | + 0.62 |
| Subaru | 12,224 | 6.63 | 10,782 | 5.74 | + 0.89 | 143,674 | 5.91 | 125,887 | 5.10 | + 0.81 |
| M-B | 5,738 | 3.11 | 4,402 | 2.34 | + 0.77 | 64,698 | 2.66 | 54,484 | 2.21 | + 0.45 |
| Volvo | 5,355 | 2.91 | 4,485 | 2.39 | — 0.52 | 59,239 | 2.44 | 51,538 | 2.09 | + 0.35 |
| Audi | 4,510 | 2.45 | 3,726 | 1.98 | + 0.47 | 48,476 | 1.99 | ..... | ..... | ..... |
| Colt | 3,776 | 2.05 | ..... | ..... | ..... | 43,522 | 1.79 | ..... | ..... | ..... |
| Fiesta | ..... | ..... | 4,760 | 2.54 | ..... | ..... | ..... | 67,929 | 2.75 | ..... |
| Champ | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 54,741 | 2.22 | ..... |
| Others | 21,052 | 11.42 | 18,784 | 10.01 | + 1.41 | 284,210 | 11.69 | 282,074 | 11.42 | — 0.27 |
| TOTAL | 184,282 | | 187,745 | | | 2,431,680 | | 2,469,180 | | |
| Share of U. S. Total | | 30.14 | | 26.41 | + 3.73 | | 28.80 | | 28.18 | + 0.62 |

Registrations not available for Oklahoma.

**Year's total is 2,431,680**

# Imports take 28 pct. of '81 market

By Jenny L. King
Staff Writer

Registrations of new imported cars in December were down a few thousand units from 1980 levels, (184,282 vs. 187,745) but they accounted for a record 30.14 percent of the total market, up from 26.41 percent a year earlier.

New import registrations in 1951 totaled 2,431,680, down 1.52 percent from 2,469,180 the preceding year, according to figures compiled by R. L. Polk & Co.

Imported cars claimed a record 28.80 percent of the U. S. market in registrations in 1981, breaking the 1980 record of 28.18 percent.

Record penetrations were posted in eight of the 12 months last year. Only March, July, August and September failed to exceed the records, all set in 1980.

For the full year, six of the top makes improved their shares of the import market segment: Four Japanese makers and two European. Toyota was up to 23.28 percent from 22.68 percent in 1980; Honda was up to 15.04 percent from 14.23 percent; Mazda was up 0.62 of a percentage point to 7.09 percent from 6.47 percent; Subaru was up to 5.91 percent from 5.10 percent; Volvo climbed to 2.66 percent from 2.21 percent, and Mercedes-Benz was up 0.35 percentage points, to 2.44 percent from 2.09 percent.

Datsun lost the most ground in 1981, dipping 1.90 percentage points to 18.59 percent from 20.49 percent in 1980. Volkswagen was down 0.81 of a percentage point to 9.53 percent from 10.34 percent, while Fiesta and Champ dropped out of the top 10 group for the year.

• In December, Datsun was up 0.71 of a percentage point to 18.86 percent from 18.15 percent a year earlier. Subaru was up to 6.63 percent from 5.74 percent; Mercedes-Benz was up 0.77 of a percentage point to 3.11 percent from 2.34 percent, and Audi was up to 2.45 percent from 1.98 percent.

Toyota, Honda, VW, Mazda, Volvo, Colt and Fiesta were down in December compared with year-ago shares.

The top 10 imports in 1981 accounted for 88.31 percent of import registrations, compared with 88.58 percent in 1980. In December, the top 10 accounted for 88.58 percent, down from 89.99 percent a year earlier.

By country of origin, the Japanese makes accounted for 75.17 percent of import registrations in 1981, up from 74.10 percent in 1980. German-made cars dropped to 17.39 percent from 18.73 percent, while Swedish imports climbed to 3.24 percent from 2.73 percent.

Registrations by country of origin in 1981 compared with 1980 were:

| | 12 mos., 1981 | 12 mos., 1980 |
|---|---|---|
| Japan | 1,827,850 | 1,829,631 |
| West Germany | 422,926 | 462,394 |
| Sweden | 78,834 | 67,506 |
| France | 45,625 | 35,934 |
| Italy | 36,097 | 41,928 |
| Britain | 18,019 | 31,779 |
| Ireland | 2,329 | ..... |
| Other | ..... | 8 |

Registrations of imported cars by country of origin in December, compared with the year-earlier month, were:

| | Dec., 1981 | Dec., 1980 |
|---|---|---|
| Japan | 138,028 | 139,316 |
| West Germany | 31,906 | 35,701 |
| Sweden | 7,019 | 5,598 |
| France | 4,128 | 3,238 |
| Italy | 1,651 | 2,055 |
| Britain | 1,009 | 1,837 |
| Ireland | 541 | ..... |

New imported-car registrations in 1981 were divided this way, by country of origin: Japan, 75.17 percent; Germany, 17.39 percent; Sweden, 3.24 percent; France, 1.88 percent; Italy, 1.48 percent; Britain, 0.74 percent, and Ireland, 0.10 percent.

In 1980 import registrations by country of origin were divided as follows: Japan, 74.10 percent; West Germany, 18.73 percent; Sweden, 2.73 percent; Italy, 1.70 percent; France, 1.45 percent, and Britain, 1.29 percent.

Registrations of imported trucks in 1981 totaled 485,875, down 7.17 percent from 523,386 in 1980.

Registrations of imported trucks in 1981, compared with 1980, were:

| | 12 mos., 1981 | 12 mos., 1980 |
|---|---|---|
| Toyota | 130,379 | 132,969 |
| Datsun | 112,383 | 108,384 |
| Ford Courier | 63,027 | 74,196 |
| Chevrolet LUV | 62,713 | 86,227 |
| Others | 117,373 | 121,610 |

The truck import total for December was 37,373, up 11.06 percent from 33,650 a year earlier. Registrations of imported trucks in December, compared with the preceding year, were:

| | Dec., 1981 | Dec., 1980 |
|---|---|---|
| Toyota | 10,765 | 7,610 |
| Datsun | 9,118 | 7,062 |
| Ford Courier | 4,337 | 4,707 |
| Volkswagen | 3,839 | ..... |
| Chevrolet LUV | ..... | 5,231 |
| Others | 9,314 | 9,040 |

### Flxible gets bus pacts worth $23 million

DELAWARE, O. — Grumman Flxible Corp. has been awarded contracts to provide 156 Model 870 buses to transit authorities in Baltimore, Jacksonville, Fla., and Las Vegas.

Total value of the orders, including spare parts, is more than $23 million.

***He'd really rather have a Buick***

Judd Hurd, seated right, president, Hurd Buick-GMC, Inc., Cranston, R. I., signs his franchise agreement with Buick after recently relinquishing a Chrysler-Plymouth franchise begun by his father, Frank Hurd, in 1935. On hand for the occasion are: R. Henderson, seated left, zone manager; Ralph Wilkes, standing left, dealership general manager; Ed Mariner, center, office manager, and Gerard Calone, district manager for Buick.

# factories list auction dates

### Chrysler Corp.

April 6—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; NuCar Prep System, Santa Fe Springs, Calif.

### Ford Motor Co.

April 7—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 13 — Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago; Lakeland Auto Auction, Lakeland, Fla.; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

April 20 — Dallas Auto Auction, 4226 E. Main, Dallas; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

April 21—Clanton's Auto Auction, Darlington, S. C.; Concord Auto Auction, Hosmer St., Acton, Mass.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 22—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

April 27—Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, 19443 77th Ave. S., Kent, Wash.

April 28—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Northway Exchange, Clifton Park, N. Y.

### Pichovich appointed

FOUNTAIN VALLEY, Calif. Mitsubishi Motor Sales of America has appointed Donald G. Pichovich national depot manager. He formerly was regional parts center manager for American Honda Motor Co.

***Dealer veteran***

J. MacMorrow, right, owner of Safety Chevrolet, Mooresville, N. C., receives his 25-year award plaque from Harold A. Davidson, Chevrolet's Southeast regional manager.

## St. Louis loses 2 Dodge dealers, gains 2 from GM

ST. LOUIS. — The dealership score is even: Two Dodge dealerships recently went out of business in the St. Louis area, but two General Motors stores opened.

Jung Chevrolet has opened in Clayton, a large commercial suburb. The dealer is Ronald L. Jung, 43, who had been in the labor relations department and was a Fisher Body plant supervisor here. His father, Elmer W. Jung, had operated Town & Country Ford, also in Clayton.

Pratt Buick opened in St. Louis. Greg Pratt, formerly associated with a Bloomington (Ill.) Lincoln-Mercury dealership, took over an existing facility.

The two companies that closed were Alton Dodge, Alton, Ill., and Dodge City, Ltd., Ellisville, Mo.

**Used car sales**
**Auction Averages**

| | |
|---|---|
| April to date | $4,565 |
| Month ago | $4,763 |
| Year ago | $3,904 |

**Model breakdown**
**Auction Averages**

| | April To Date | March | February |
|---|---|---|---|
| 1982 | $8,219 | $9,019 | $7,719 |
| 1981 | 6,684 | 6,839 | 6,422 |
| 1980 | 5,569 | 5,439 | 5,282 |
| 1979 | 4,348 | 4,759 | 4,487 |
| 1978 | 3,634 | 3,849 | 3,658 |
| 1977 | 2,907 | 2,953 | 2,783 |
| 1976 | 2,039 | 2,281 | 2,189 |
| 1975 | 1,558 | 1,695 | 1,798 |
| Overall Average | $4,565 | $4,781 | $4,687 |

# used-car auction directory

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For April and second quarter

# Production targets lowest since '61

By Patricia Hoffman
Staff Writer

Feeling the agonies of the current recession, the domestic auto makers are forecasting the lowest April and second-quarter production since the recession year of 1961.

The auto manufacturers are planning 480,593 units next month, down 26.44 percent from 653,306 last year and the lowest output for April since 1961 when only 447,343 cars were built.

For the second quarter, the makers are looking at 1,587,496 units, down 21.88 percent from 2,032,219 in 1981 and the lowest second-quarter output since 1,550,195 in 1961.

Checker Motors is the only company showing any gain for April with output scheduled at 340 units. Checker assembled only 55 cars in April of last year.

April projections by the other manufacturers are: General Motors, 280,000, down 29.66 percent from 398,073 last year; Ford Motor, 121,000, down 14.83 percent from 142,077; Chrysler Corp., 60,000, down 28.18 percent from 83,540; Volkswagen of America, 13,553, down 23.01 percent from 17,604, and American Motors, 5,700, down 50.66 percent from 11,957.

For the second quarter, Checker has slated 1,180 cars, compared with 440 last year.

For the larger companies, second-quarter schedules are: GM, 930,000, down 26.65 percent from 1,267,945 in 1981; Ford, 403,000, down 7.76 percent from 436,897; Chrysler, 195,000, down 19.47 percent from 242,140; VWoA, 43,516, down 6.11 percent from 46,350, and AMC, 14,800, down 61.51 percent from 38,447.

Production last week was targeted at 107,265 units, up 20.8 percent from 88,794 the previous week, but down 29.0 percent from 152,333 in the comparable 1981 week.

So far this year, the makers have finished 1,116,679 cars, down 32.67 percent from 1,658,584 in the comparable 1981 period.

Breakdown for the week by company is: GM, 67.50 percent; Ford, 21.22 percent; Chrysler, 9.79 percent; AMC, 1.40 percent and Checker Motors, 0.09 percent.

VWoA's Westmoreland facility was idle an additional week last week because of poor sales. The plant closed March 22, and operations were originally scheduled to resume last week. The facility is slated to return today, (April 5).

Chrysler's Belvidere point was idle last week for inventory control.

Also down last week were three GM and three Ford facilities. They were: GM Arlington, Lansing and Leeds, and Ford Atlanta, Lorain and Metuchen plants.

GM's Janesville and Oklahoma City points remain down for model changeover.

Saturday overtime was scheduled last week at GM's Tarrytown and Van Nuys plants.

Checker's Kalamazoo point will be idle starting today (April 5) for inventory adjustment.

# April truck output slated to top last year by 22 pct.

The domestic truck makers are looking at April in a favorable light, with production expected to jump 22.02 percent over last year's. The total is slated to be the highest for April since 1979.

The truck manufacturers are planning 180,136 units this month, up from 147,628 built in April last year.

Second-quarter truck production is slated at 567,389 units, a 33.36 percent gain over 425,469 completed during the second three months of 1981. It would be the highest second-quarter total since 1979, but the projection is far below that year's 887,948.

Last week, the truck makers scheduled 42,890 units, down 2.67 percent from 44,071 the previous week, but up a substantial 22.56 percent from 34,995 in the comparable 1981 week.

So far this year, the truck manufacturers have built 481,349 units, up 4.83 percent from 459,163 in the same period last year.

Volkswagen of America extended downtime last week at its Westmoreland facility. The plant, which was idled March 22 due to poor sales, was originally scheduled to resume operation March 29 but will not be back until today (April 5).

Chrysler's Belvidere assembly point was idle last week for inventory control.

One line remains idle at International Harvester's Ft. Wayne and Springfield facilities. The partial shutdown is to control overstocked inventory.

Overtime was scheduled last Saturday at General Motors' St. Louis facility.

American Motors Toledo (Jeep) plant has scheduled a five-day Easter holiday. The facility will be idle April 8-12.

***It's Century, again***

For the third consecutive year, Century Motor Sales, Alhambra, Calif., was the top-selling BMW dealership in the country. Leon Peskin, left, dealer, accepts the highest-volume plaque from Jim Ryan, BMW of North America Western regional manager.

## TRUCK PRODUCTION IN U. S.†

| | Week Ended April 3, 1982 | Week Ended April 4, 1981 | Week Ended March 27, 1982 | March Est. | Jan. 1 to April 4, 1981 | Jan. 1 to April 3, 1982 |
|---|---|---|---|---|---|---|
| CHEVROLET | 13,295 | 9,457 | 12,548 | 58,160 | 155,038 | 162,230 |
| DODGE | 2,700 | 1,800 | 3,587 | 14,170 | 19,524 | 32,217 |
| FORD | 18,648 | 15,175 | 18,841 | 75,921 | 157,718 | 170,082 |
| GMC | 4,897 | 2,998 | 5,145 | 22,281 | 55,480 | 58,964 |
| INTERNATIONAL | 600* | 1,690 | 1,200* | 5,023* | 20,333 | 13,201* |
| VOLKSWAGEN | ..... | 1,040 | ..... | 4,272 | 12,229 | 7,619 |
| JEEP | 1,700* | 1,550* | 1,700* | 6,220* | 23,236 | 19,086* |
| AM GENERAL | 50* | 85* | 50* | 230* | 1,105* | 550* |
| MISCELLANEOUS | 1,000* | 1,200* | 1,000* | 5,800* | 14,500* | 17,400* |
| Total Trucks, U. S. | 42,890 | 34,995 | 44,071 | 192,077 | 459,163 | 481,349 |

## CANADIAN TRUCK PRODUCTION

| | Week Ended April 3, 1982 | Week Ended April 4, 1981 | Week Ended March 27, 1982 | March Est. | Jan. 1 to April 4, 1981 | Jan. 1 to April 3, 1982 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | 2,080 | 1,600 | 2,467 | 10,168 | 16,341 | 24,468 |
| FORD MOTOR | 3,459 | 3,556 | 3,326 | 15,104 | 45,391 | 30,463 |
| GENERAL MOTORS | 6,352 | 6,664 | 6,158 | 27,711 | 83,791 | 65,502 |
| INTERNATIONAL | 260 | 245 | 267 | 1,223 | 3,337 | 3,172 |
| Total Trucks, Canada | 12,151 | 12,065 | 12,218 | 54,206 | 148,860 | 123,605 |
| N. American Trucks | 55,041 | 47,060 | 56,289 | 246,283 | 608,023 | 604,954 |

†—Row includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

# GM plant returns; car output rises 9 pct. in Canada

The return of General Motors' Oshawa (No. Two) facility boosted last week's Canadian auto production 9.66 percent from the previous week's output, but the total was 2.16 percent below that of the comparable 1981 period.

Last week, the auto makers scheduled 20,882 cars, up from 19,043 the previous week, but down from 21,343 in the comparable week last year.

So far this year, the auto manufacturers have finished 205,352 units, a 4.16 percent gain from 197,143 completed in the same period last year.

Truck production last week was estimated at 12,151 units, about even with 12,218 the previous week and 12,065 in the comparable 1981 week.

Year-to-date, the truck makers have built 123,605 units, down 16.97 percent from 148,860 in last year's comparable period.

GM's Oshawa (No. Two) facility resumed production last week after being idle one week for inventory control. The plant is scheduled to work two shifts daily through April 12, at which time it will halt second-shift operations. As a result, A-car production will drop to 360 units a day from the current rate of 768 units. The line rate will continue at 45 units an hour. Some 1,750 hourly workers will be put on indefinite layoff.

Also at GM, the St. Therese plant was idle last week for inventory control. The plant has been working only one shift since the end of February. Second-shift operations are slated to resume sometime this spring.

## U. S. CAR PRODUCTION

| | Week Ended April 3, 1982 | Week Ended April 4, 1981 | Week Ended March 27, 1982 | March Est. | Jan. 1 to April 4, 1981 | Jan. 1 to April 3, 1982 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 1,500* | 2,500 | 1,400* | 5,800* | 26,354 | 14,534* |
| Spirit | ..... | ..... | ..... | ..... | ..... | ..... |
| Concord | ..... | ..... | ..... | ..... | ..... | ..... |
| Eagle | ..... | ..... | ..... | ..... | ..... | ..... |
| CHRYSLER CORP. | 10,500 | 19,500 | 15,131 | 60,209 | 203,864 | 141,022 |
| Plymouth Total | 4,200 | 9,250 | 6,420 | 24,961 | 100,785 | 59,394 |
| Horizon | ..... | 3,100 | 2,186 | 6,554 | 36,003 | 17,034 |
| Reliant | 4,200 | 5,100 | 4,234 | 18,407 | 56,100 | 42,360 |
| Caravelle | ..... | 250 | ..... | ..... | 1,378 | ..... |
| Gran Fury | ..... | 800 | ..... | ..... | 7,304 | ..... |
| Chrysler Total | 2,600 | 1,350 | 2,801 | 12,708 | 16,253 | 26,548 |
| LeBaron | 2,600 | 1,000 | 2,801 | 12,708 | 11,282 | 26,548 |
| Chrysler | ..... | 350 | ..... | ..... | 4,971 | ..... |
| Dodge Total | 3,700 | 8,900 | 5,910 | 22,540 | 86,826 | 55,060 |
| Omni | ..... | 3,300 | 2,229 | 6,720 | 28,461 | 16,186 |
| Aries | 2,900 | 3,900 | 2,855 | 12,989 | 45,043 | 31,136 |
| Diplomat | ..... | 1,100 | ..... | ..... | 9,600 | ..... |
| Dodge 400 | 800 | ..... | 826 | 2,831 | ..... | 7,758 |
| St. Regis | ..... | 600 | ..... | ..... | 3,722 | ..... |
| FORD MOTOR | 22,758 | 31,659 | 17,685 | 102,895 | 344,321 | 221,609 |
| Ford Division | 14,101 | 22,320 | 10,235 | 62,909 | 239,400 | 133,071 |
| Escort | 5,451 | 8,092 | 7,101 | 32,068 | 106,179 | 61,150 |
| Fairmont | 2,958 | 4,686 | 725 | 9,091 | 45,917 | 20,309 |
| Must./Must. II | 2,788 | 4,513 | ..... | 9,904 | 34,750 | 24,304 |
| Granada | 2,705 | 1,492 | 2,191 | 8,656 | 15,832 | 19,813 |
| Thunderbird | ..... | 1,849 | ..... | 2,376 | 14,775 | 6,080 |
| Ford | ..... | 1,688 | ..... | ..... | 21,947 | ..... |
| EXP | 199 | ..... | 218 | 814 | ..... | 1,415 |
| L-M Division | 8,657 | 9,339 | 7,450 | 39,986 | 104,921 | 88,538 |
| Mercury Total | 6,592 | 7,895 | 5,368 | 30,415 | 90,362 | 63,152 |
| Lynx | 1,711 | 2,978 | 2,295 | 10,022 | 36,127 | 18,182 |
| Capri | 1,030 | 1,299 | ..... | 3,348 | 10,124 | 6,702 |
| Zephyr | 898 | 922 | 39 | 3,108 | 12,875 | 7,241 |
| Cougar | 1,284 | 768 | 1,090 | 4,346 | 7,695 | 10,565 |
| XR-7 | ..... | 634 | ..... | 889 | 6,287 | 2,083 |
| Mercury | 1,620 | 1,294 | 1,910 | 8,591 | 17,254 | 18,108 |
| LN7 | 49 | ..... | 34 | 111 | ..... | 271 |
| Lincoln Total | 2,065 | 1,444 | 2,082 | 9,571 | 14,559 | 25,386 |
| Continental ('82) | 413 | ..... | 417 | 1,914 | ..... | 5,607 |
| Lincoln | 826 | 722 | 832 | 3,828 | 6,830 | 10,160 |
| Mark VI | 826 | 722 | 833 | 3,829 | 7,729 | 9,619 |
| GENERAL MOTORS | 72,407 | 94,429 | 54,478 | 295,648 | 1,033,121 | 714,247 |
| Buick Division | 17,371 | 21,104 | 13,341 | 68,402 | 245,301 | 174,819 |
| Skylark | 3,360 | 6,084 | 3,635 | 16,192 | 69,356 | 31,491 |
| Skyhawk J | 2,812 | ..... | ..... | 6,900 | ..... | 19,905 |
| Century | 2,433 | 4,105 | 2,513 | 11,777 | 48,471 | 31,984 |
| Regal | 4,753 | 6,012 | 3,515 | 15,928 | 67,128 | 43,408 |
| Buick | 3,170 | 3,695 | 2,910 | 14,090 | 44,702 | 40,772 |
| Riviera | 843 | 1,208 | 768 | 3,515 | 15,644 | 7,259 |
| Cadillac Division | 5,700 | 6,504 | 5,837 | 21,695 | 81,315 | 59,745 |
| Cimarron | ..... | ..... | 150 | 908 | ..... | 1,401 |
| Seville | 600 | 719 | 602 | 2,898 | 8,393 | 6,082 |
| Eldorado | 1,500 | 1,515 | 1,498 | 6,629 | 17,688 | 16,083 |
| Cadillac | 3,600 | 4,270 | 3,587 | 11,260 | 55,234 | 36,179 |
| Chevrolet Division | 27,175 | 33,501 | 18,774 | 103,454 | 364,995 | 202,851 |
| Chevette | 6,560 | 7,324 | 6,847 | 30,860 | 78,217 | 40,179 |
| Cavalier | 1,910 | 617 | 2,765 | 12,576 | 667 | 26,809 |
| Celebrity | 2,550 | ..... | ..... | 5,803 | ..... | 12,947 |
| Camaro | 5,955 | 3,092 | 4,839 | 21,742 | 34,026 | 52,227 |
| Citation | 4,325 | 9,020 | 3,319 | 15,646 | 94,046 | 28,520 |
| Malibu | 3,190 | 5,453 | ..... | 8,284 | 66,870 | 18,513 |
| Monte Carlo | 1,655 | 2,795 | ..... | 3,818 | 33,688 | 10,914 |
| Chevrolet | 430 | 4,800 | 407 | 1,955 | 47,733 | 5,092 |
| Corvette | 600 | 400 | 597 | 2,770 | 9,748 | 7,650 |
| Oldsmobile Division | 12,079 | 21,043 | 12,521 | 66,965 | 240,798 | 191,267 |
| Omega | 1,642 | 3,967 | 1,710 | 7,754 | 40,732 | 18,806 |
| Firenza | 2,013 | ..... | ..... | 5,592 | ..... | 24,516 |
| Cutlass | ..... | 8,932 | 2,369 | 14,320 | 111,015 | 41,470 |
| Cutlass/Ciera | 2,367 | ..... | 2,243 | 10,773 | ..... | 27,241 |
| Oldsmobile | 5,400 | 6,998 | 5,470 | 24,968 | 76,190 | 69,723 |
| Toronado | 657 | 1,146 | 729 | 3,558 | 12,861 | 9,511 |
| Pontiac Division | 10,082 | 12,277 | 4,005 | 35,132 | 100,712 | 85,565 |
| Acadian† | 605 | 695 | 608 | 2,015 | 5,781 | 2,257 |
| J2000 | 812 | 941 | 412 | 2,263 | 1,150 | 4,426 |
| T1000 | 283 | 2,553 | 65 | 1,361 | 7,993 | 2,056 |
| Firebird | 3,223 | 988 | 2,400 | 11,856 | 13,536 | 28,648 |
| Phoenix | 829 | 2,772 | 520 | 2,919 | 30,561 | 6,760 |
| Grand Prix | 1,640 | 2,400 | ..... | 5,935 | 23,639 | 19,092 |
| Bonneville ('82) | 1,640 | ..... | ..... | 5,950 | ..... | 19,073 |
| A6000 | 1,050 | ..... | ..... | 2,833 | ..... | 3,253 |
| LeMans | ..... | 1,560 | ..... | ..... | 14,255 | ..... |
| Pontiac | ..... | 368 | ..... | ..... | 3,797 | ..... |
| VOLKSWAGEN | ..... | 4,160 | ..... | 7,005 | 50,256 | 24,267 |
| CHECKER | 100* | 85* | 100* | 360* | 668* | 1,000* |
| Total Cars, U. S. | 107,265 | 152,333 | 88,794 | 471,917 | 1,658,584 | 1,116,679 |

## CANADIAN CAR PRODUCTION

| | Week Ended April 3, 1982 | Week Ended April 4, 1981 | Week Ended March 27, 1982 | March Est. | Jan. 1 to April 4, 1981 | Jan. 1 to April 3, 1982 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 600 | 760 | 610 | 2,799 | 7,844 | 6,799 |
| CHRYSLER CORP. | 3,440 | ..... | 3,405 | 15,928 | 5,356 | 43,459 |
| FORD MOTOR | 8,617 | 7,198 | 8,582 | 31,254 | 38,463 | 62,447 |
| GENERAL MOTORS | 8,000 | 13,160 | 6,221 | 34,624 | 142,679 | 89,723 |
| VOLVO | 225 | 225 | 225 | 1,035 | 2,801 | 2,924 |
| Total Cars, Canada | 20,882 | 21,343 | 19,043 | 85,640 | 197,143 | 205,352 |
| N. American Cars | 128,147 | 173,676 | 107,837 | 557,557 | 1,855,727 | 1,322,031 |
| N. American Trucks | 55,041 | 47,060 | 56,289 | 246,283 | 608,023 | 604,954 |
| North American Cars and Trucks | 183,188 | 220,736 | 164,126 | 803,840 | 2,463,750 | 1,926,985 |

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 4/12/82


# Automotive News

April 12, 1982


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## Sagging production trims car supply to 58½ days

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers continued to hack away at their new-car inventories during March and they opened April with a healthy-looking 58½-day supply.

But the inventory reduction—from 70 days March 1, 97 days Feb. 1 and a record 107 days Jan. 1—was accomplished primarily through production cutbacks. The daily sales pace has climbed in each of the past four months, but the March rate was still anemic when compared with better years.

The domestic new-car inventory totaled 1,246,648 on April 1, down from 1,325,073 a month earlier. A year ago, the new-car stockpile totaled 1,236,074 April 1, only slightly lower than this year's but a 44-day supply at the then-current sales rate.

By size class, compacts continued in shortest supply, with the other segments in fairly close balance.

All corporate makers trimmed both days-supply figures and unit counts during March.

General Motors cut its inventory to a 59-day supply April 1, down from 71 days a month earlier. In shortest supply were the recently introduced Firebird-Camaro lines and the compact X-bodies.

Ford Motor Co. opened April with a 51-day supply, down from 59 days a month earlier and the lightest stockpile of the domestic makers.

Chrysler Corp. had a 62-day supply April 1, down from 76 days March 1. Volkswagen of America had a 97-day stockpile, down from 138½ days March 1, and American Motors had trimmed its inventory to 80 days from 88.

The April 1 domestic inventory was divided this way: GM, 61.27 percent; Ford Motor Co., 20.54 percent; Chrysler Corp., 13.34 percent; VWoA, 2.90 percent, and AMC, 1.95 percent.

Table on Page 8.

A month earlier, the domestic inventory was divided as follows: GM, 61.36 percent; Ford Motor Co., 20.51 percent; Chrysler Corp., 13.24 percent; VWoA, 2.90 percent, and AMC, 1.99 percent.

By size class, the industry trimmed its supply of compacts to 44 days from 54 a month earlier. Stocks of all other size segments were down also.

The industry had a 69-day supply of subcompacts, down from 74 days a month earlier; a 66-day supply of intermediates, down from 84 days; a 63-day stock of standards, down from 68 days, and a 60-day supply of luxury cars, down from 63 days.

The April 1 inventory was divided this way by market segment: Subcompact, 28.73 percent; compact, 20.38 percent; intermediate, 31.83 percent; standard, 12.45 percent, and luxury, 6.61 percent.

A month earlier, the inventory was divided as follows: Subcompact, 28.11 percent; com-

Continued on Page 8, Col. 1

## Chrysler offering 5/50 and free maintenance

By Joseph Bohn
Marketing Editor

Looking for an alternative to rebates which expired April 10, Chrysler Corp. came up with a new five-year, 50,000-mile free maintenance / warranty / rustproofing protection program.

(Imperial rebates run to May 31.)

The program covers all new domestically built '81 and '82 cars, purchased at retail after April 11. Fleet sales, Mitsubishi imports and trucks are excluded from the new program.

Significantly, perhaps, Chrysler's fleet marketers elected to keep the rebate program that has been in effect for fleet buyers rather than take the longer warranty. It has been extended through April 30.

Chrysler was expected to followup its truck rebates, which also expired April 10, with a new program, not available at presstime.

Chrysler Chairman Lee A. Iacocca, in announcing the extended warranty / maintenance / rustproofing program, said he hoped it would run indefinitely. But, he added, its continuance would depend on its effectiveness in stimulating sales.

"The next 30 days will tell," said Iacocca, leaving the door open for a return to rebates.

Some observers questioned whether Chrysler's new program was strong enough to compete against cash savings offered by General Motors' 12.8 percent financing and Ford Motor's 5 percent rebate / two-year free maintenance/warranty programs.

Extended warranties have long been considered a good closing tool, but not particularly

Continued on Page 8, Col. 3

## breaking news

### Chrysler signs Turin design house

TURIN.—Rayton Fissore, a Turin design house, reportedly has signed an agreement with Chrysler Corp. for assistance in designing and prototyping new models. The contract follows a preliminary order for the design of a 2-liter car, the full-scale model of which was delivered last year. The Chrysler contract is to last two years. Another full-scale model—believed to be an Imperial—is scheduled to be shipped to Detroit shortly.

### UAW-GM contract OK'd by slim margin

DETROIT. — The new national agreement between General Motors and the UAW was ratified by 52 percent of the rank-and-file, according to UAW Vice President Owen Bieber. The total vote count was 114,468 to 105,090. Under the agreement, the union made economic concessions in exchange for job security. The contract takes effect today (April 12).

See BREAKING NEWS, Page 8, Col. 1

### Look out world . . .

**Here comes Ford's Tempo**

Ford Motor takes the wraps off its new Ford Tempo and Mercury Topaz front-drive models in the spring of 1983. The Fairmont/Zephyr replacements will ride on a wheelbase of about 99 inches and will be powered by a standard 1.6-liter Escort engine. Tempo (above and middle) has unique six-window greenhouse design.

**. . . and Mercury's Topaz**

The 1983 front-drive Mercury Topaz has more conventional greenhouse styling. Note unusual decklid and tail lamp design. Topaz and Ford Tempo will be offered in two-door and four-door versions, with a wagon model in the planning.

In bid for more clout with factories

## Chevy, Ford Dealer Alliances unite

By John A. Russell
New York Staff Writer

HACKENSACK, N. J. — In an unprecedented move, the Ford Dealers Alliance and the Chevrolet Dealers Alliance formed a coalition last week to fight for solutions to their common problems.

While both organizations said they would reserve their specific make difficulties for each organization, in national areas they will present a united front.

These areas include pricing, overdealering, product identification and financing.

Linking the two organizations comes at a time when both are feeling the crunch of the recession, but Chevrolet dealers have been traditionally considered among the more successful and more conservative of dealers.

The Ford Dealers Alliance, since its inception, has been considered a radical organization. However, in recent years the organization's membership roll has increased from a purely northeast regional group to one of nationwide impact, with 1,500 dealers as members.

Chevrolet Dealers Alliance, founded two years ago, is still in its embryonic stage, with approximately 125 member dealers. Most are concentrated in the New York metropolitan area.

Now, according to its president, Larry Tynan, it will be aggressively moving to increase its membership ranks. Tynan said that part of the problem over the past two years has been organization.

The organization agreed on the issues, but did not have the expertise in the organizational front to present its views, he said. From now on, CDA will be

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**Buyback and lease plans involve two firms**

# DeLorean negotiating for cash fix

By Edward Lapham
Financial Editor

NEW YORK. — John Z. DeLorean has constructed a new business plan which could provide $14 million in short-term operating cash, $40 million in long-term investment plus allow his U. S. DeLorean Motor Co. to reacquire the West Belfast assembly operation.

The first step in the plan involves the bulk sale of 1,191 DeLorean sports cars to Consolidated International, Inc., the Ohio-based company which two years ago acquired a fleet of unsold cars from Fiat. The sale is scheduled for April 20.

John DeLorean said the sale will raise $14 million which will be used to partially pay off the $19 million owed the Bank of America.

"We plan to do another one (bulk sale) in the East to pay the balance," he said.

DeLorean told AUTOMOTIVE NEWS he and his wife have put about $2.3 million into the company in the last several weeks to pay bills and allow the company to meet payroll. He said he will put in an additional $5 million of his own funds to pay off creditors and dealer warranty claims "100 cents on the dollar." Current estimates put warranty claims between $1 million and $1.5 million and debt for the U.S. company at about $5 million.

The former General Motors group vice president said he has lined up a "California financial institution" which will contribute $35 million, at least part of it in equity, to finance shipments from the plant.

• DeLorean said he has had to negotiate various plans with BoA, because of its secured interest in 1,979 cars, and the receivers of the Northern Ireland DeLorean Motor Cars, Ltd., unit. He said either party could veto the plan.

"The British have a direct lien on all the property we own in the world including this necktie," he told AUTOMOTIVE NEWS in an interview.

He said a key to his business plan is reacquiring the plant for $40 million with no interest payments for "three, maybe five years."

"There has to be realignment of expectations to fit the situation," DeLorean said. "All the investor groups have disappeared. Only a moron would invest the $50 million it would take to put the company on its feet."

DeLorean said the government must be realistic in its claims against the enterprise, which total about $130 million, if it wants the venture to succeed.

"It really depends on the government," he said. "If they don't want the company to be here, it won't be."

DeLorean said the receivership of the company has caused the British government to "write off" its investment, which has reduced the costs "by about $2,800 per car."

DeLorean said the deal with Consolidated and one still being negotiated with Budget-Rent-A-Car should not give the cars a "distressed merchandise" image.

• He said his current plan for a deal with Budget involves DMC dealers acquiring about 1,000 cars and putting them into their lease fleets and then leasing them to Budget outlets for six to 12 months.

He wants BoA to finance the sale to dealers but said they "wouldn't touch it with a 10-foot pole."

A Consolidated official confirmed its contractural arrangement but told AUTOMOTIVE NEWS it was "strictly a financial agreement" and would likely not involve taking physical possession of the cars.

Terms of the proposed sell-buyback agreement call for Consolidated to buy the cars for $14 million. DeLorean would then gradually repurchase the cars from Consolidated for delivery to dealers.

Budget "inched closer day-by-day" to a separate agreement with DMC to purchase 1,000 cars, according to Gerald Entman, the car rental firm's marketing executive vice president.

"We still do want the cars," he told AUTOMOTIVE NEWS. "We're still talking."

Robert Aprati, Budget's general counsel, said "the structure of the deal is complete" but that some details needed to be worked out because of the number of parties involved. "We want to make sure we have clear title to the vehicles," he said.

Aprati also said Budget has not been negotiating directly with the bank but that it appears BoA officials have been "flexible" in their approach to resolving the problem.

***DeLoreans on the block***

These DeLoreans are some of the 39 units waiting to be auctioned at the California Auto Dealers Exchange, a Manheim auction in Orange County. They are among 88 company cars leased back to DMC by CFR Leasing. All were repossessed when DMC failed to make payments during its cash crunch. Early attempts to auction any of the cars were unsuccessful.

**Heavy stocks, thin management and money woes plague enterprise**

# Where DeLorean's dream faltered

By Edward Lapham
Financial Editor

The DeLorean sports-car enterprise is in trouble.

It has a number of problems.

The project began in 1974 when former General Motors Group Vice President John Z. DeLorean formed a company to develop "an ethical sports car." It progressed through various financing arrangements before finally securing about $160 million in financing from the British Government for its operation to build the stainless-steel sports car in Dunmurry, Northern Ireland.

To be sure, the vagaries of the depressed U. S. auto market have not helped the company. The car bowed in the U. S. market last summer at a time the industry was wallowing in a veritable auto depression.

**News Analysis**

Early sales seemed to build appropriate momentum, peaking at 720 units in October, but then in December and January, the bottom fell out of the DeLorean market, along with the rest of the sporty-car segment. March sales were 204 units.

The sales slump coupled with a production rate increase in November caused an inventory clog from which the company has yet to recover.

DeLorean Motor Co., the parent company in which John DeLorean has about an 84 percent interest, is strapped for cash and is looking for investors.

Its marketing unit, DeLorean Motor Cars of America, has had nearly 2,000 cars sitting around for two months with no place to sell them. Dealers have an additional 1,500 in stock.

DeLorean Motor Cars, Ltd., the Northern Ireland car-building unit, has been in receivership since February. It is working only one shift a week to produce about 35 cars and has sold a few units in Kuwait and Abu Dhabi.

John DeLorean himself has resisted pressure from British interests to withdraw from active participation in the company which bears his name; certain British officials believe it would be easier to find an investor to rescue the project if DeLorean were to step aside.

• Still, it is very clear that the problems of the DeLorean enterprise fall into one or more of three categories: Management, money and product.

John DeLorean, who put together what was considered a prime-talent management team, now stands virtually alone at the head of the enterprise. He is assisted by Thomas Kimmerly, corporate director, executive vice president and legal expert who has been instrumental in developing the enterprise's intricate financing structures from the beginning.

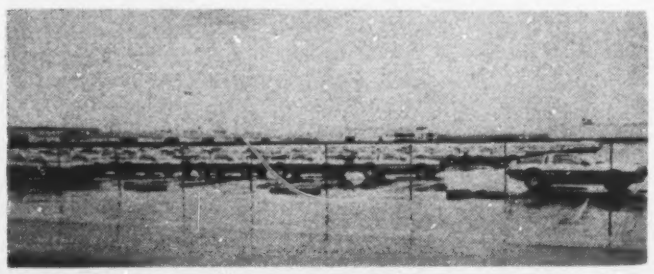
Roy Nesseth, a former car salesman and DeLorean confidant and associate in several other business deals, is an "executive assistant" to John DeLorean with a reported salary of $180,000.

This triumvirate is now the core of the management team. DeLorean is still the visible front man, while Nesseth handles much of the policy administration and implementation once handled by others, and Kimmerly is occupied with the legal intricacies of the current situation.

• Among the former top executives who are no longer with the enterprise are: C. R. Brown, former DMCA president; Eugene A. Cafiero, former DMC president; former chief financial officers Robert Dewey, Walter Strycker and James Stark; William T. Collins, original participant and design engineer; William Haddad, former public affairs vice president; Charles Bennington, former DMCL managing director; A. Lawrence Cobb, former DMC vice president and general manager of subsidiary Composite Technology Corp., and James Kjellberg, briefly director of European marketing plans.

There are other executives who are still with the enterprise, including some who have

Continued on Page 60, Col. 2



***Waiting for the sun***

More than 700 gull-wing DeLorean sports cars have been nesting in the rain and other elements at the company's Santa Ana (Calif.) Quality Assurance Center. These cars, all 1981 models, are part of the 1,979 landed units in which Bank of America has a secured interest. DeLorean Motor Co. last week was hoping for some sunshine and a chance to generate cash flow by shipping some of these cars to dealers or some other buyer.

# Low interest loans score big in Florida

DeLAND, Fla. — Seven new-car dealers in this central Florida city sold what amounted to a month's worth of vehicles in a five-hour sale that offered low-interest loans to buyers.

Two thousand shoppers showed up for the Sunday afternoon sale, despite torrential rains, and purchased 185 cars and trucks.

Three banks agreed to participate in the promotion, aimed at proving the car dealers' thesis that low interest rates would unleash pent-up demand for new cars. The DeLand promotion preceded the latest General Motors offer of reduced interest rates.

The banks offered 24-month, 11.96-percent (APR) loans to qualified buyers for amounts up to $5,000. Buyers had to come up with a one-third downpayment, either in cash or trade.

Car loan rates in Florida have been running in the 16- to 18-percent range.

For those who wanted longer terms, the banks offered 14-percent (APR) loans for up to 48 months.

Participants in the promotion were Beau Chrysler, Bill Baker Volkswagen, Sheats, DeLand Datsun, DeLand Dodge, DeLand Ford, Kaiser Pontiac, Barnett Bank, Florida Bank and DeLand State Bank.

# IMPA establishes award in memory of Robert Irvin

NEW YORK. — The International Motor Press Assn. has established a journalism award in memory of Robert W. Irvin. Mr. Irvin, editor-at-large of Automotive News, died December 1, 1980.

The $250 award and plaque will be presented for the best automotive story written under deadline and published during 1982.

Joe Oldham, IMPA president, said the first award will be presented in 1983 and entries will be confined to daily and weekly newspapers, wire services and weekly newsmagazines.

He said the purpose of the award is to honor the journalist who best typifies the standards set by Irvin during his career. Irvin was a member of IMPA.

Oldham also announced the Ken Purdy Award, which will have a $250 prize and a plaque for a story written and published in 1981.

Oldham said the awards will be made annually by IMPA to honor the memories of two of automotive journalism's most distinguished writers.

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***Out of Sunset, a Sunsetter***

Sunset Coach Builders, Garden Grove, Calif., now offers a full-power convertible conversion of the Mazda 626. The Sundowner features a Hartz Sport Top and utilizes a loom wiring system which will raise or lower the top in 30 seconds through a remote dashboard switch. A polished stainless steel windshield header has locking latches and removable safety handles.

# Sagging production reduces new-car supply to 58½ days

Continued from Page 1

pact, 21.34 percent; intermediate, 32.12 percent; standard, 12.11 percent, and luxury, 6.32 percent.

• The April 1 days-supply figures by market segment were:

Subcompact — Chevette, 45; Lynx, 47; Escort, 52; Skyhawk, 62; T1000, 67; Eagle SX/4, 73; Horizon, 75½; Cavalier, 76; LN7, 76; Spirit, 76½; TC3, 76½; Omni, 79; 024, 80; Firenza, 83; Rabbit, 97; EXP, 97, and J2000, 98.

Compact—Zephyr, 24; Firebird, 27; Fairmont, 32; Skylark, 36; Omega, 38; Camaro, 41; Citation, 42; Mustang, 52; Reliant, 53; Phoenix, 53; Aries, 56; Capri, 59; Eagle, 80, and Concord, 84.

Intermediate — Cougar, 31; Gran Fury, 36; Granada, 38; Diplomat, 43; New Yorker, 44; Century, 50; Cutlass Ciera, 56; LeBaron, 61; Celebrity, 66; Cutlass four-door, 66; Cutlass two-door, 66; Bonneville, 71; Pontiac 6000, 74; Malibu, 75; Regal four-door, 76; Regal two-door, 81; Cordoba, 81; Grand Prix, 85; XR-7, 90; Dodge 400, 93; Thunderbird, 98; Monte Carlo, 103, and Mirada, 105.

Standard—Oldsmobile 88, 44; Mercury, 51; Pontiac, 53; LeSabre, 55; Oldsmobile 98, 56; Ford, 61; Chevrolet, 69, and Electra, 79.

Luxury — Seville, 33; Continental, 39; Eldorado, 52; Lincoln, 55; Cadillac, 61; Toronado, 65; Riviera, 69; Corvette, 69; Mark VI, 76; Cimarron, 84, and Imperial, 94.

# breaking news

Continued from Page 1

### Washington word: No more aid for autos

DETROIT.—A Department of Commerce official has indicated that the Reagan Administration will do nothing more to aid the economically starved auto industry beyond what has already been done, according to Rep. John D. Dingell, Michigan Democrat. Dingell also said he hopes to have bill HR 5252, which revises the Clean Air Act, out of committee and on the House floor by the first week in May. Auto makers believe changes in that act could save up to $300 per car, he said.

### Chevy truck sales in March highest since '79

DETROIT. — Chevrolet dealers sold 99,322 trucks in March, the highest total for any month since May, 1979, and 54 percent greater than last year's 64,501 units. First-quarter Chevrolet truck sales were up 35.4 percent over a year ago, from 173,869 in 1981 to 235,508 this year.

### Record cash position for Chrysler

HIGHLAND PARK, Mich.—Chrysler Corp. ended March with $900 million in cash and marketable securities on hand, an alltime high even if the $350 million it received in selling Chrysler Defense weren't included, according to Chrysler Chairman Lee A. Iacocca.

### Budd, Rockwell seek concessions from UAW

DETROIT.—Rockwell International Corp. and Budd Co. are seeking concessions from the UAW to help them recover economically. Rockwell presented UAW bargainers with a new proposal on April 2. The UAW represents workers in the company's automotive division. Early negotiations between the UAW and Budd were scheduled to begin today (April 12). The Rockwell contract expires Feb. 4, 1983, while Budd's runs out March 31, 1983.

**As successor to rebates on U. S. cars**

# Chrysler offers 5/50, free upkeep

Continued from Page 1

strong tools for attracting showroom traffic.

Raphael Cohen, of the Independent Dealers Committee Dedicated to Action, said his group favored the program — particularly since it didn't require dealers to contribute or order more cars.

But Cohen thought that expecting it to ignite sales quickly was unrealistic.

He recalled that in 1963 — when Chrysler first offered a 5/50— "our market was not turned on by a snap of the finger. It took four to six months for the concept that Chrysler had a better warranty to sink into the public's mind."

Cohen saw the new program as a good, long-term marketing tool, but he felt that neither it, nor other companies' programs, could turn around a market in which consumers are basically lacking in confidence.

• Dealers generally had mixed reaction to the program.

Chrysler's dealer councils have long favored going back to a 5/50 warranty. They see it stimulating service business as well as restoring confidence in Chrysler's products.

But some dealers who have made a good profit selling aftermarket rustproofing and optional extended warranties saw the new program undercutting their profits.

One Chrysler dealer, for example, reportedly made $7,000 last month, selling the $250 optional extended warranty that Chrysler previously had, which had $100 worth of dealer profit in it.

In essence, the new 5/50 "Three-Way Protection Plan" is a limited warranty, covering engine, transmission, transaxle, drive axle and axle shaft.

The powertrain portion provides substitute transportation and towing. It requires a $25 deductible for each dealership visit after two years or 24,000 miles, to discourage nuisance claims.

All scheduled maintenance is free of charge for five years or 50,000 miles, and includes fluids, materials and labor.

The warranty and maintenance coverage is transferrable upon resale of the car, subject to a $25 fee.

The rust protection covers eligible vehicles that develop a hole through the metal due to corrosion.

• Chrysler's new program was launched last week, with newspaper, radio and TV advertising. The schedule also includes newsweekly magazines.

Chairman Iacocca is the spokesman in TV and radio commercials.

Full-page ads ran in 36 newspapers yesterday (April 11); 60-second Iacocca commercials are running in spot TV in 10 markets April 10 to 16, and 60-second Iacocca spots also are running in spot radio in 36 markets April 10-24.

Chrysler's network TV schedule has also been beefed up with additional buys during April 10-19, and there is a cable schedule on Ted Turner's Network News Cable.

Also, Chrysler is running three-page ads in all the newsweeklies, one page of black and white, two of color. The three-page ads run in Time, Newsweek and Sports Illustrated April 19 and People and U. S. News April 26.

Kenyon & Eckhardt is the agency.

## NEW CAR STOCKS

| | Apr. 1, 1982 | Mar. 1, 1982 | Apr. 1, 1981 |
|---|---|---|---|
| Spirit | 76½ | 87 | 51 |
| Concord | 84 | 105 | 41½ |
| Eagle | 80 | 79 | 59 |
| Eagle SX/4 | 73 | 72 | 59 |
| AMERICAN MOTORS | 80 | 88 | 49 |
| Horizon | 75½ | 67 | 41 |
| TC3 | 76½ | 81 | 41 |
| Reliant | 53 | 69 | 35 |
| Gran Fury | 36 | 55½ | ..... |
| Plymouth | 26 | 70 | 39 |
| LeBaron | 61 | 83 | 57 |
| Cordoba | 81 | 86½ | 71 |
| New Yorker | 44 | 61 | ..... |
| Chrysler | 57 | 76 | 61½ |
| Imperial | 94 | 99 | ..... |
| Omni | 79 | 69½ | 45 |
| 024 | 80 | 82 | 45 |
| Aries | 56 | 77 | 36 |
| Dodge 400 | 93 | 128½ | ..... |
| Diplomat | 43 | 74 | 65 |
| Mirada | 105 | 124 | 91 |
| Dodge | 67 | 82 | 45 |
| CHRYSLER CORP. | 62 | 76 | 45 |
| Escort | 52 | 52 | 47 |
| EXP | 97 | 94 | ..... |
| Mustang | 52 | 79 | 37 |
| Fairmont | 32 | 50 | 42 |
| Granada | 38 | 49 | 55 |
| Thunderbird | 98 | 107 | 40 |
| Ford | 61 | 69 | 76 |
| Ford | 52 | 61 | 49 |
| Lynx | 47 | 50½ | 57 |
| LN7 | 76 | 90½ | ..... |
| Capri | 59 | 88 | 36 |
| Zephyr | 24 | 36 | 38 |
| Cougar | 31 | 33 | 45 |
| XR7 | 90 | 98 | 46 |
| Mercury | 51 | 58 | 64 |
| Mercury | 49½ | 55 | 50 |
| Lincoln | 55 | 57 | 32 |
| Continental | 39 | 35 | ..... |
| Mark VI | 76 | 70 | 39 |
| Lincoln | 58 | 52 | 36 |
| FORD MOTOR CO. | 51 | 59 | 49 |
| Skyhawk | 62 | ..... | ..... |
| Skylark | 36 | 43 | 26 |
| Century | 50 | 80 | ..... |
| Regal 4-door | 76 | 83 | 68 |
| Regal 2-door | 81 | 93 | 35 |
| LaSabre | 55 | 66 | 53 |
| Electra | 79 | 84 | 72 |
| Riviera | 69 | 86 | 65 |
| Buick | 58 | 74 | 42 |
| Cimarron | 84 | 85 | ..... |
| Seville | 33 | 41 | 90½ |
| Cadillac | 61 | 61 | 68 |
| Eldorado | 52 | 60 | 63 |
| Cadillac | 56½ | 60 | 69 |
| Chevette | 45 | 52 | 15 |
| Cavalier | 76 | 93 | ..... |
| Citation | 42 | 36 | 40 |
| Camaro | 41 | 59 | 37½ |
| Malibu | 75 | 100 | 65 |
| Celebrity | 66 | 78 | ..... |
| Monte Carlo | 103 | 112 | 44½ |
| Chevrolet | 69 | 79 | 87 |
| Corvette | 69 | 82½ | 60 |
| Chevrolet | 59 | 66 | 40 |
| Firenza | 83 | ..... | ..... |
| Omega | 38 | 50 | 30 |
| Ciera | 56 | 92½ | ..... |
| Cutlass Supreme 4-door | 66 | 83½ | 41 |
| Cutlass Supreme 2-door | 66 | 92 | 28 |
| Olds 88 | 44 | 57 | 50 |
| Olds 98 | 56 | 65 | 44 |
| Toronado | 65 | 88 | 57 |
| Oldsmobile | 56 | 78 | 36 |
| T-1000 | 67 | 63 | ..... |
| J-2000 | 98 | 114 | 19 |
| Phoenix | 53 | 46 | 40 |
| Firebird | 27 | 36 | 42 |
| Bonneville | 71 | 74 | 64 |
| 6000 | 74 | 121 | ..... |
| Grand Prix | 85 | 97 | 42½ |
| Pontiac | 53 | 50 | 71 |
| Pontiac | 66 | 72½ | 49 |
| GENERAL MTRS. | 59 | 71 | 39 |
| VOLKSWAGEN | 97 | 138½ | 64 |
| TOTAL | 58½ | 70 | 44 |

# Checker to halt taxicab output

KALAMAZOO, Mich. — Despite an upturn in production, Checker has announced that production of taxicabs will be halted in July.

According to a letter sent to Checker's union employes, "if the union and its membership are not willing to work with the company, as other unions and other companies have shown the desire to do, the future of the company can hardly be called bright."

Checker, which also makes automotive parts and components, will continue those operations after production of taxicabs is phased out. About 225 of the 800 unionized auto workers will be placed on indefinite layoff. There are no plans to resume automobile assembly in the near future.

# Talks commence on Lada Niva plant for Canada

Discussions began last week between Russian export and trade officials and representatives from Lada Cars of Canada, Ajax, Ont., on the location and timing of the proposed Lada Niva assembly plant.

Vladimir Poliakov, director of AvtoLada, a division of Avto-Export (the Russian trading arm), met last week with officials of the Canadian-owned Lada Cars of Canada and representatives of the U.S.S.R. trade commission in Ottawa.

Poliakov last week visited one potential assembly site near the Autoport in the Dartmouth/Halifax area of Nova Scotia. Sites in southern Ontario are also being considered.

The Niva is a compact four-wheel-drive vehicle which Lada Cars of Canada has been importing since 1980. Canadian production of the vehicle would boost home sales as well as open potential export markets.

Meetings will continue this week. The Russian representatives are also expected to finalize plans for the Canadian introduction of the new 2105 and 2107 sedans, successors to the current model sold in Canada.

Those models will make their Canadian debut in January at the Montreal International Auto Salon, according to John Wright, Lada national sales manager. The Russians will also discuss progress on the new Lada 2109 front - wheel - drive subcompact, which eventually will be sold in Canada.

### Alfa Romeo appoints Wilson marketing chief

ENGLEWOOD CLIFFS, N. J. —Ralph B. Wilson has joined Alfa Romeo, Inc., as director of marketing.

Wilson has served as a marketing consultant for Alfa Romeo during the past two years and has worked in dealer recruiting, market research and sales training. Prior to that, he was national marketing manager of Peugeot Motors of America, and earlier he had been national marketing manager for Saab-Scania of America.

APR

12

1982

# factories list auction dates

### Chrysler Corp.

April 13 — Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago; Lakeland Auto Auction, Lakeland, Fla.; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

April 20 — Dallas Auto Auction, 4226 E. Main, Dallas; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

April 21—Clanton's Auto Auction, Darlington, S. C.; Concord Auto Auction, Hosmer St., Acton, Mass.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 22—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

April 27—Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, 19443 77th Ave. S., Kent, Wash.

April 28—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Northway Exchange, Clifton Park, N. Y.

### American Motors

Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala.; Central States Auto Auction, Mason City, Ia.

April 22—Atlanta Auto Auction, Red Oak, Ga.

April 23—Concord Auto Auction, Acton, Mass.

April 27—Aptco Auto Auction, Taylor, Mich.

April 28—Minneapolis Auto Auction, Shakopee, Minn.

April 29—Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.

April 30—Union Pacific Railhead, Montebello, Calif.

April 13 — Aptco Auto Auction, Taylor, Mich.

April 14—Minneapolis Auto Auction, Shakopee, Minn.

April 15—Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.

April 20—Ohio Auto Auction, Columbus, O.; D-A Auto Auction, New Stanton, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

April 21 — Southern Auto Sales, Warehouse Point, Conn.; Dallas Auto Auction, Grand

### Beaman buys deal

NASHVILLE, Tenn. — Nashville automobile dealer Lee Beaman has purchased Riverrate Datsun in Madison. Beaman is general manager of Beaman Pontiac-Toyota-Isuzu here. The name of the Madison dealership will be changed to Beaman Datsun.

***A tradition in fiberglass***

The Amish coach builder who makes this buggy remains anonymous for religious reasons. His description, however, sings the praises of fiberglass, its principal material. An end-grain balsa/fiber reinforced plastic structural sandwich gives a 20 percent savings in weight, low cost, strength, longer life and reduces horse fatigue. Shafts are glass and glass wheels are an option. "We save more than 90 pounds over the oak frame formerly used, which often rotted out after a year, and nine pounds by eliminating two steel side braces," the builder said. "This may sound unimportant, but a horse drawing a carriage 20 or 30 miles with a market load or six or seven people tires easily and weight savings is a blessing."

### Moore Cadillac-Jaguar opens in Ellisville, Mo.

ELLISVILLE, Mo. — Moore Cadillac-Jaguar has moved into a 35,000-square-foot facility here.

Built on six acres, the showroom allows display of 12 cars. The service area has separate Cadillac and Jaguar departments, each with its own management, parts and technicians. Ron Moore is dealership president.

**Used car sales**
Auction Averages

| | |
|---|---|
| April to date | $4,647 |
| Month ago | $4,858 |
| Year ago | $3,986 |

**Model breakdown**
Auction Averages

| | April To Date | March | February |
|---|---|---|---|
| 1982 | $8,979 | $9,019 | $7,719 |
| 1981 | 6,829 | 6,839 | 6,422 |
| 1980 | 5,483 | 5,439 | 5,282 |
| 1979 | 4,361 | 4,759 | 4,487 |
| 1978 | 3,742 | 3,849 | 3,658 |
| 1977 | 2,973 | 2,953 | 2,783 |
| 1976 | 1,985 | 2,281 | 2,189 |
| 1975 | 1,488 | 1,695 | 1,798 |
| Overall Average | $4,647 | $4,781 | $4,687 |

### Toyota names Sawyer to head race activities

TORRANCE, Calif. — Lee Sawyer has been named motorsports manager for Toyota Motor Sales, U.S.A.

He is responsible for all of Toyota's racing activities in the U. S. Sawyer has been with Toyota since 1970, most recently as national technical services manager, a quality assurance and engineering post.

# used-car auction directory

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Sale Thursday Phone 703/ 898-4900
4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127
Sale Wednesday Phone 816/241-2614
5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33802
Sale Wednesday Phone 813/984-1551
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272
Sale Thursday Phone 404/762-6211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261
Sale Tuesday Phone 919/886-7081
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044
Sale Wednesday Phone 412/443-7211
Pittsburgh 412/361-0305
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108
Sale Wednesday Phone Caledonia 414/835-4436
Chicago 312/226-2623
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
Sale Tuesday Phone 305/656-0000
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706
Sale Thursday Phone 209/ 268-8051
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92805
Sale Wednesday Phone 714/ 956-2400
13 AMERICAN AUTO AUCTION, Walpole, Mass. 02081
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Walpole 617/668-6130


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**As first-quarter new-car sales dip 18 pct.**

# Imports, domestics share setback

By Jenny L. King
Staff Writer

New-car sales during the first quarter of 1982 were down 18.19 percent from year-ago levels, with the domestic auto makers plunging 19.17 percent and the imports not far behind at minus 15.55 percent.

Industry total for January through March was 1,942,131, down from 2,373,949 in 1981. Domestics added up to 1,400,690, compared with 1,732,792, and imports numbered 541,441, compared with 641,157.

March sales collapsed to 776,793 units from 962,756 a year earlier. The U. S. makers combined forces to retail 575,608 new cars for the month. This was down 19.98 percent from 719,367 the preceding year.

Import sales during March dropped 17.34 percent, to 201,185 from 243,389 last year. Import penetration of the U. S. market was 25.90 percent, up from 25.20 percent in 1981 and a record for the month. In 1980, imports captured 25.09 percent of the total, in 1979 it was 22.53 percent.

Japanese penetration of the import share was 80.82 percent, up from 79.40 percent in March of 1981. Japanese products accounted for 20.92 percent of the total March market, up from 20.07 percent a year earlier.

• All five major U. S. auto makers reported sales declines in March. Drops ranged from 14.69 percent at Ford Motor Co. to 39.68 percent at American Motors.

General Motors sales of 349,506 were down 20.18 percent from 437,884. There were 27 selling days this year compared with 26 in 1981, thus on a daily-rate basis GM sales were down 23.14 percent.

Ford Motor Co. dropped 14.69 percent to 135,210 from 158,487 in 1981 (down 17.84 percent daily rate). Chrysler Corp. reported sales of 72,627 domestic units, down 21.87 percent from 92,952 (down 24.76 percent daily rate).

Volkswagen of America U. S. Rabbit sales numbered 9,987, down 38.81 percent from 16,320 a year ago (down 41.03 percent daily rate), and AMC plunged 39.68 percent to 8,278 from 13,724 (down 41.83 percent daily rate).

GM earned 60.72 percent of the domestic market in March, down from 60.87 percent in 1981. Ford cornered 23.49 percent, up from 22.03 percent. Chrysler dipped to 12.62 percent from 12.92 percent. VWoA was pushed back to 1.73 percent from 2.27 percent, and AMC dropped to 1.44 percent from 1.91 percent.

Chrysler and Cadillac were the only U. S. makes to report sales gains in March. Chrysler leaped ahead 52.70 percent, to 15,991 from 10,472 last year, and Cadillac was up 11.46 percent, to 19,837 from 17,798.

In the final 10 days of March, domestic sales were up 23.53 percent over last year. It was the first period of 1982 in which there was an improvement (based on daily-selling rate), due probably to the culmination of the early-spring rounds of rebates.

During the March 21-31 period GM was up 52.96 percent, Ford was up 3.21 percent, Chrysler dropped 7.26 percent, VWoA was down 35.86 percent and AMC's estimated sales were down 16.28 percent. Market shares were: GM, 59.95 percent; Ford, 23.13 percent; Chrysler, 13.48 percent; VWoA, 1.92 percent, and AMC, 1.52 percent.

• Sales of imports in March showed the sales leaders (all Japanese products) cinching in their belts as a result of the first one-year restriction on imports which expired March 31.

Toyota sales for the month were down 21.69 percent from 1981; Datsun was down 3.49 percent; Honda was down 17.52 percent; Mazda was down 6.36 percent, and Subaru was down 14.04 percent.

Only seven of the major importers squeezed sales gains out of the inhospitable month. They were BMW, Isuzu, Jaguar, Lancia, Porsche, Saab and Volvo.

The March market class breakdown featured increases for U. S. subcompacts, standards, luxury models and imports, all at the expense of compacts and intermediates. Subcompacts climbed to 18.86 percent from 16.08 percent last year; standards claimed 9.21 percent, up from 7.83 percent; luxuries had 4.78 percent, up from 3.79 percent, and imports earned a record 25.90 percent compared with 25.29 percent in 1981.

Compacts slipped to 20.42 percent from 24.63 percent and intermediates dropped to 20.83 percent from 22.38 percent.

While March sales were down from the 1981 level, they did show an increase over the first two months of this year. The domestic trend was 368,138 in January, progressing to 456,942 in February, then to 575,608 in March.

Import sales in January were 166,110, climbing to 175,261 in February and 201,185 in March.

## Where Auto Market was in March

| | Total Sales | Pct. of Total |
|---|---|---|
| SUBCOMPACT | 146,473 | 18.86 |
| COMPACT | 158,608 | 20.42 |
| INTERMEDIATE | 161,782 | 20.83 |
| STANDARD | 71,568 | 9.21 |
| LUXURY | 37,177 | 4.78 |
| IMPORT | 201,185 | 25.90 |
| TOTAL | 776,793 | 100.00 |

## U. S. SALES BY MARKETING UNITS

| | March 1982 | March 1981 | 3 mos., 1982 | 3 mos., 1981 |
|---|---|---|---|---|
| Chevrolet | 129,251 | 187,782 | 322,569 | 441,360 |
| Ford | 93,617 | 122,743 | 231,829 | 290,200 |
| Oldsmobile | 80,614 | 93,330 | 186,916 | 229,372 |
| Buick | 70,312 | 79,427 | 161,453 | 190,380 |
| Toyota | 47,479 | 60,626 | 126,153 | 165,732 |
| Pontiac | 49,492 | 59,547 | 123,893 | 149,412 |
| Datsun | 47,226 | 48,933 | 115,665 | 123,408 |
| Plymouth | 31,981 | 50,163 | 81,486 | 114,178 |
| Honda | 29,594 | 35,880 | 94,260 | 102,316 |
| Dodge | 32,127 | 46,154 | 82,689 | 107,547 |
| Mercury | 33,669 | 35,787 | 83,155 | 88,490 |
| VW of America | 21,540 | 29,434 | 50,882 | 77,629 |
| Cadillac | 19,837 | 17,798 | 53,602 | 51,536 |
| AMC-Renault | 11,296 | 17,440 | 29,103 | 45,841 |
| Mazda | 15,869 | 16,947 | 37,918 | 48,102 |
| Subaru | 13,440 | 15,635 | 37,652 | 38,967 |
| Chrysler/Imperial | 16,297 | 11,066 | 37,482 | 28,761 |
| Volvo | 7,240 | 6,130 | 20,011 | 17,366 |
| Lincoln | 7,924 | 8,018 | 19,964 | 17,400 |
| Mercedes-Benz | 5,764 | 6,263 | 14,995 | 15,198 |
| BMW | 4,343 | 3,615 | 11,554 | 8,886 |
| Fiat | 2,855 | 3,735 | 5,028 | 8,272 |
| Jaguar-Rover-Triumph | 719 | 2,420 | 1,845 | 4,927 |
| Isuzu | 1,208 | 803 | 3,447 | 1,095 |
| Peugeot | 1,232 | 1,571 | 3,431 | 3,711 |
| Saab | 1,473 | 1,391 | 3,928 | 3,593 |
| DeLorean | 204 | ..... | 824 | ..... |
| Alfa Romeo | 190 | 118 | 397 | 270 |
| TOTAL | 776,793 | 962,756 | 1,942,131 | 2,373,949 |

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

## IMPORTED CAR SALES

| | March 1982 | March 1981 | 3 mos., 1982 | 3 mos., 1981 |
|---|---|---|---|---|
| Alfa Romeo | 190 | 118 | 397 | 270 |
| Audi | 4,280 | 4,546 | 10,076 | 11,082 |
| BMW | 4,343 | 3,615 | 11,554 | 8,886 |
| Challenger | 1,227 | 1,401 | 3,843 | 4,153 |
| Champ | 2,662 | 5,497 | 10,316 | 15,020 |
| Colt | 2,907 | 5,904 | 10,968 | 15,426 |
| Datsun | 47,226 | 48,933 | 115,665 | 123,408 |
| DeLorean | 204 | ..... | 824 | ..... |
| Fiat | 2,765 | 3,655 | 4,871 | 8,017 |
| Fiesta | ..... | 8,061 | ..... | 18,462 |
| Honda | 29,594 | 35,880 | 94,260 | 102,316 |
| Isuzu | 1,208 | 803 | 3,447 | 1,095 |
| Jaguar | 719 | 345 | 1,845 | 901 |
| Lancia | 90 | 80 | 157 | 255 |
| Mazda | 15,869 | 16,947 | 37,918 | 48,102 |
| Mercedes-Benz | 5,764 | 6,263 | 14,995 | 15,198 |
| MG | ..... | 537 | ..... | 1,169 |
| Peugeot | 1,232 | 1,571 | 3,431 | 3,711 |
| Porsche | 1,173 | 1,162 | 2,968 | 2,701 |
| Renault | 3,018 | 3,716 | 7,451 | 8,655 |
| Rover | ..... | 62 | ..... | 200 |
| Saab | 1,473 | 1,391 | 3,928 | 3,593 |
| Sapporo | 982 | 1,629 | 3,098 | 4,308 |
| Subaru | 13,440 | 15,635 | 37,652 | 38,967 |
| Toyota | 47,479 | 60,626 | 126,153 | 165,732 |
| Triumph | ..... | 1,476 | ..... | 2,657 |
| Volkswagen | 6,100 | 7,406 | 15,613 | 19,557 |
| Volvo | 7,240 | 6,130 | 20,011 | 17,366 |
| TOTAL | 201,185 | 243,389 | 541,441 | 641,157 |

## DOMESTIC CAR SALES

| | March 21 to March 31, 1982 | Same Period, 1981 | March, 1982 | Same Month, 1981 | Jan. 1 to March 31, 1982 | Same Period, 1981 |
|---|---|---|---|---|---|---|
| Spirit | ..... | ..... | 2,130 | 3,775 | 5,161 | 10,586 |
| Concord | ..... | ..... | 2,833 | 5,826 | 6,743 | 14,166 |
| Pacer | ..... | ..... | ..... | 18 | ..... | 57 |
| Eagle | ..... | ..... | 3,315 | 4,105 | 9,748 | 12,377 |
| AMERICAN MOTORS* | 3,600† | 4,300† | 8,278 | 13,724 | 21,652 | 37,186 |
| Horizon | 2,199 | 2,686 | 5,312 | 9,664 | 14,843 | 24,415 |
| TC3 | 1,926 | 2,030 | 4,069 | 6,438 | 10,353 | 13,471 |
| Reliant/Volare | 6,855 | 10,586 | 16,632 | 25,509 | 38,361 | 54,336 |
| Plymouth | 904 | 611 | 2,324 | 1,426 | 4,515 | 2,628 |
| Total Plymouth | 11,884 | 15,913 | 28,337 | 43,037 | 68,072 | 94,850 |
| LeBaron | 17 | 1,775 | 71 | 5,691 | 494 | 13,692 |
| LeBaron K | 4,355 | ..... | 8,818 | ..... | 19,971 | ..... |
| Cordoba | 693 | 996 | 1,534 | 3,024 | 4,044 | 8,784 |
| New Yorker | 2,542 | ..... | 5,568 | ..... | 12,197 | ..... |
| Chrysler | ..... | 574 | ..... | 1,757 | ..... | 4,983 |
| Total Chrysler | 7,607 | 3,345 | 15,991 | 10,472 | 36,706 | 27,459 |
| Total Imperial | 123 | 188 | 306 | 594 | 776 | 1,302 |
| Omni | 1,836 | 2,168 | 4,211 | 7,207 | 12,107 | 18,266 |
| 024 | 2,063 | 1,771 | 4,224 | 5,260 | 11,134 | 11,376 |
| Aries/Aspen | 5,347 | 8,505 | 12,916 | 19,899 | 30,075 | 42,367 |
| Dodge 400 | 1,352 | ..... | 2,759 | ..... | 6,303 | ..... |
| Diplomat | 1,371 | 1,411 | 3,139 | 3,701 | 6,293 | 8,693 |
| Mirada/Magnum | 352 | 628 | 744 | 1,717 | 1,966 | 4,937 |
| Dodge | ..... | 405 | ..... | 1,065 | ..... | 2,379 |
| Total Dodge | 12,321 | 14,988 | 27,993 | 38,849 | 67,878 | 88,018 |
| CHRYSLER CORP. | 31,935 | 34,434 | 72,627 | 92,952 | 173,432 | 211,629 |
| Pinto | ..... | 560 | ..... | 1,853 | ..... | 7,190 |
| EXP | 2,058 | ..... | 5,079 | ..... | 12,094 | ..... |
| Escort | 14,469 | 10,624 | 33,220 | 29,499 | 87,339 | 80,383 |
| Mustang | 5,811 | 7,826 | 14,268 | 23,914 | 31,000 | 50,070 |
| Fairmont | 6,230 | 8,479 | 14,607 | 24,937 | 34,683 | 54,064 |
| Granada | 4,824 | 4,168 | 12,046 | 13,004 | 29,933 | 28,833 |
| Thunderbird | 1,311 | 3,058 | 3,538 | 10,926 | 9,994 | 24,362 |
| Ford | 3,590 | 3,982 | 10,859 | 10,549 | 26,786 | 26,836 |
| Ford Division | 38,293 | 38,697 | 93,617 | 114,682 | 231,829 | 271,738 |
| Bobcat | ..... | 119 | ..... | 401 | ..... | 1,684 |
| LN7 | 811 | ..... | 1,956 | ..... | 4,461 | ..... |
| Lynx | 4,418 | 3,646 | 10,582 | 9,563 | 26,184 | 24,688 |
| Zephyr | 1,791 | 2,086 | 4,402 | 6,587 | 11,465 | 15,899 |
| Cougar/Monarch | 1,980 | 1,680 | 4,853 | 4,968 | 12,956 | 11,315 |
| XR-7 | 548 | 1,052 | 1,393 | 3,825 | 3,845 | 8,762 |
| Capri | 1,513 | 1,975 | 3,826 | 6,041 | 8,203 | 13,520 |
| Mercury | 2,302 | 1,479 | 6,657 | 4,402 | 16,041 | 12,622 |
| Total Mercury | 13,363 | 12,037 | 33,669 | 35,787 | 83,155 | 88,490 |
| Cont./Versailles | 791 | ..... | 2,552 | ..... | 7,747 | ..... |
| Lincoln | 1,317 | 1,110 | 2,944 | 3,876 | 6,646 | 8,187 |
| Mark VI | 1,060 | 1,276 | 2,428 | 4,142 | 5,571 | 9,213 |
| Total Lincoln | 3,168 | 2,386 | 7,924 | 8,018 | 19,964 | 17,400 |
| L-M Division | 16,531 | 14,423 | 41,593 | 43,805 | 103,119 | 105,890 |
| FORD MOTOR | 54,824 | 53,120 | 135,210 | 158,487 | 334,948 | 377,628 |
| Skyhawk | 2,195 | ..... | 4,402 | ..... | 5,273 | ..... |
| Skylark | 8,239 | 3,385 | 20,470 | 25,508 | 46,005 | 58,562 |
| Century FD | 4,639 | ..... | 10,341 | ..... | 19,799 | ..... |
| Regal Sedan | 2,784 | 5,042 | 6,882 | 12,952 | 17,729 | 32,666 |
| Regal Coupe | 4,749 | 3,004 | 11,441 | 26,399 | 29,469 | 58,651 |
| Le Sabre | 3,478 | 1,880 | 8,478 | 6,865 | 21,444 | 17,944 |
| Electra | 1,829 | 1,270 | 4,578 | 4,204 | 12,289 | 12,398 |
| Riviera | 1,493 | 1,147 | 3,720 | 3,499 | 9,445 | 10,159 |
| Buick Division | 29,406 | 15,728 | 70,312 | 79,427 | 161,453 | 190,380 |
| Cimarron | 651 | ..... | 1,602 | ..... | 4,084 | ..... |
| Seville | 1,117 | 684 | 3,040 | 1,948 | 6,704 | 6,301 |
| Cadillac | 4,118 | 3,999 | 10,617 | 11,641 | 30,834 | 32,910 |
| Eldorado | 1,727 | 1,480 | 4,578 | 4,209 | 11,980 | 12,325 |
| Cadillac Division | 7,613 | 6,163 | 19,837 | 17,798 | 53,602 | 51,536 |
| Chevette | 11,797 | 6,082 | 27,616 | 57,656 | 68,098 | 133,004 |
| Cavalier/Monza | 7,475 | 453 | 16,745 | 1,958 | 35,767 | 11,490 |
| Citation/Nova | 9,542 | 5,103 | 22,984 | 45,041 | 66,481 | 97,724 |
| Camaro | 6,013 | 3,879 | 15,350 | 14,621 | 32,089 | 29,750 |
| Celebrity | 3,967 | ..... | 8,569 | ..... | 17,549 | ..... |
| Malibu | 3,994 | 10,500 | 9,927 | 24,407 | 27,691 | 58,695 |
| Monte Carlo | 3,243 | 2,935 | 8,327 | 24,134 | 23,789 | 52,409 |
| Chevrolet | 6,382 | 5,142 | 17,504 | 16,568 | 45,328 | 49,708 |
| Corvette | 832 | 1,140 | 2,229 | 3,397 | 5,777 | 8,580 |
| Chevrolet Division | 53,245 | 35,234 | 129,251 | 187,782 | 322,569 | 441,360 |
| Firenza/Starfire | 1,544 | ..... | 3,331 | ..... | 4,155 | ..... |
| Omega | 4,227 | 2,016 | 10,744 | 14,978 | 24,333 | 32,252 |
| Cutlass Ciera | 5,096 | ..... | 12,585 | ..... | 24,012 | ..... |
| Cutlass | ..... | 8,104 | ..... | 19,612 | ..... | 52,293 |
| Supreme | 10,205 | 4,383 | 27,964 | 35,335 | 69,123 | 79,980 |
| Olds 88 | 6,285 | 4,250 | 15,376 | 13,024 | 37,601 | 36,042 |
| Olds 98 | 2,867 | 2,302 | 7,453 | 7,179 | 20,094 | 19,954 |
| Toronado | 1,221 | 1,097 | 3,161 | 3,202 | 7,598 | 8,851 |
| Oldsmobile Division | 31,445 | 22,152 | 80,614 | 93,330 | 186,916 | 229,372 |
| T-1000 | 2,709 | 245 | 6,705 | 246 | 17,784 | 246 |
| J-2000/Sunbird | 3,023 | 807 | 6,904 | 5,175 | 15,649 | 22,193 |
| Phoenix | 2,542 | 1,946 | 6,357 | 12,455 | 17,694 | 27,879 |
| Firebird | 3,888 | 1,981 | 9,904 | 7,647 | 21,925 | 17,461 |
| 6000 | 2,404 | ..... | 4,831 | ..... | 9,595 | ..... |
| Bonneville/LeMans | 2,530 | 3,499 | 6,634 | 8,039 | 18,199 | 19,662 |
| Grand Prix | 2,992 | 2,835 | 7,494 | 17,664 | 20,206 | 38,971 |
| Pontiac | 251 | 2,278 | 663 | 8,321 | 2,841 | 23,000 |
| Pontiac Division | 20,339 | 13,591 | 49,492 | 59,547 | 123,893 | 149,412 |
| GENERAL MOTORS | 142,048 | 92,868 | 349,506 | 437,884 | 848,433 | 1,062,060 |
| VOLKSWAGEN | 4,552 | 7,097 | 9,987 | 16,320 | 22,225 | 44,289 |
| DOMESTIC TOTAL | 236,959 | 191,819 | 575,608 | 719,367 | 1,400,690 | 1,732,792 |
| IMPORT TOTAL | ..... | ..... | 201,185 | 243,389 | 541,441 | 641,157 |
| INDUSTRY TOTAL | ..... | ..... | 776,793 | 962,756 | 1,942,131 | 2,373,949 |

†—Estimate.
*—AMC does not issue a nameplate breakout for a 10-day periods.

# GM and IUE agree on national pact

DETROIT. — The International Union of Electrical Workers (IUE) and General Motors have reached a tentative agreement on their national contract.

The proposed 2½-year settlement is parallel to one reached in late March by the UAW and GM. In that agreement, the union gave up annual raises and paid personal holidays and deferred cost-of-living adjustments for 18 months in exchange for job security.

The union's 22,000 GM working members and 9,000 members on layoff will vote on contract ratification.

**3-month auto output was 1,087,000**

# Quarter's build dips to 30-year low

By Patricia Hoffman
Staff Writer

Once again, recession left its mark on the industry as domestic auto production for the first three months of 1982 was the lowest in 39 years and the total for March was the lowest since 1961.

Marred by slumping sales, the auto makers assembled only 1,087,000 units last quarter, a 30.57 percent drop from 1,565,531 in the comparable 1981 period and the lowest first-quarter output since 1952 when only 992,403 cars were built.

It was the lowest total for any quarter since the third quarter of 1961 when the makers produced 950,655 cars.

Last month, the makers turned out 481,578 units, down 22.77 percent from 623,571 built in March of 1981, and the lowest for that month since 1961 when 408,538 cars were assembled.

Of the six auto companies, only Checker Motors showed a gain for the first three months of 1982 with 860 units, up 36.16 percent from 549 built in the same 1981 period.

On a percentage basis, the largest first-quarter loss was suffered by Volkswagen of America with 24,267 units, down 49.26 percent from 47,830 in the comparable period last year.

American Motors was also down considerably from last year's quarter with 13,335 units, a drop of 40.53 percent from 22,423.

Ford Motor finished 211,862 units last quarter, down 34.87 percent from 325,273 a year ago; Chrysler Corp. produced 136,928 cars, down 28.78 percent from 192,270; and General Motors wrapped up first quarter production with 699,748, down 28.39 percent from 977,186 last year.

Breakdown for March by company is: GM, 306,423 units, down 19.11 percent from 378,828 in 1981; Ford, 102,251, down 21.39 percent from 130,070; Chrysler, 60,338, down 30.25 percent from 86,512; VWoA, 7,005, down 61.80 percent from 18,339, and AMC, 5,201, down 45.90 percent from 9,613.

Checker had the only gain last month with 360 units, up 72.25 percent from 209 a year ago.

Last week's production was targeted at 94,438 units, down 11.54 percent from 106,761 the previous week. The total was also down 37.27 percent from 150,553 in the comparable 1981 week. All plants were closed on Good Friday.

So far this year, the makers have finished 1,224,141 cars, down 32.44 percent from 1,811,855 in the same period last year.

Breakdown for the week by company is: GM, 62.02 percent; Ford, 21.98 percent; Chrysler, 11.44 percent; VWoA, 3.02 percent and AMC, 1.54 percent.

Checker was idle last week for inventory control. Ford's Atlanta facility was down for the same reason.

Ford's St. Louis plant increased its hourly line rate by 4 units last week. It now assembles 36 units per hour.

GM's Janesville and Oklahoma City points remained idle last week for model changeover.

GM's Lansing plant will be idle starting today (April 12) for inventory control.

# Auto production in Canada rises for month, quarter

Canadian auto and truck production last month was considerably higher than that of the year-ago month.

The first quarter also proved favorable for the auto makers as output rose 11.92 percent above last year's, but truck production in the first three months of 1982 was the lowest for that quarter in seven years.

In March, the auto makers finished 89,197 units, up 22.78 percent from 72,649 in the comparable 1981 month. It was the most for that month since 1979, when 101,638 cars were assembled, and the highest total for any month since last June, when the makers built 101,919 cars.

The truck manufacturers assembled 55,505 units in March, a 24.28 percent gain from 44,663 in the comparable month last year. It was the highest total for any month since October of 1980 when the makers finished 55,943 units.

Auto production for the first quarter was 205,139, up 11.92 percent from 183,292 in the comparable 1981 period. It was the highest quarter since the fourth quarter of 1980 when the total was 227,352.

The truck makers built 121,139 units in the first three months of this year, down 8.95 percent from 133,048 in the comparable 1981 quarter. It was the lowest first quarter since 1975 when 91,290 trucks were produced.

Last week's auto production was scheduled at 13,360 units, down 27.56 percent from 18,443 the previous week. The total also was 36.57 percent below the 21,062 assembled in the comparable 1981 week. All car and truck plants were closed April 9 for Good Friday.

So far this year, the auto manufacturers have assembled 225,876 units, up 3.77 percent from 217,360 in the same period last year.

The truck makers targeted 8,818 units last week, down 24.07 percent from 11,614 the previous week, and down 2.68 percent from 9,061 a year ago.

So far this year, the makers have finished 134,603 trucks, down 14.82 percent from 158,030 in the comparable 1981 period.

The second shift remained idle last week at General Motors' St. Therese facility. The plant has been operating on only one shift since Feb. 1.

Also at GM, the second shift at the Oshawa (No. Two) facility will be idle indefinitely starting today (April 12). About 1,750 workers will be laid off.

# Truck production tops last year for March, 3 months

Domestic truck production in March jumped 22.38 percent from that of the comparable 1981 month, and the total for the first three months of 1982 rose 6.13 percent from the comparable 1981 quarter.

In March, the truck makers finished 196,192 units, up from 160,312 a year ago. It was the highest output for March since 1979 when the makers completed 358,126 units, and the most for any month since October of that year when 227,853 trucks were built.

The makers built 451,406 trucks in the first quarter, up from 425,322 in the same period last year. It was the most for that quarter since 1980 when 487,507 units were assembled, and the most for any quarter since the second three months of 1981 when 481,392 trucks were built.

Last week's truck production was scheduled at 33,066, down 23.21 percent from 43,060 the previous week. Output also dropped 18.95 percent from 40,795 in the comparable 1981 week. The Good Friday holiday cut last week's total.

Year-to-date, the makers have finished 501,696 trucks, up a fraction from 498,666 in the comparable 1981 period.

General Motors' Lordstown (van) facility added a second shift last week and recalled 1,000 workers from indefinite layoff.

Ford Motor's Norfolk plant upped production last week from 30 units an hour to 40 units an hour.

American Motors' Toledo (Jeep) point was idled last Wednesday (April 7) for a five-day holiday weekend. The plant is slated to return tomorrow (April 13).

The fifth straight week of daily overtime was scheduled last week at Chrysler Corp.'s Warren plant. The point has been working a daily nine-hour shift.

## U. S. CAR PRODUCTION

| | Week Ended April 10, 1982 | Week Ended April 11, 1981 | Week Ended April 3, 1982 | March Total | Jan. 1 to April 11, 1981 | Jan. 1 to April 10, 1982 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 1,450* | 2,300* | 1,400* | 5,201 | 28,454* | 15,345 |
| Spirit | ..... | ..... | ..... | ..... | ..... | ..... |
| Concord | ..... | ..... | ..... | ..... | ..... | ..... |
| Eagle | ..... | ..... | ..... | ..... | ..... | ..... |
| CHRYSLER CORP. | 10,800 | 19,700 | 10,676 | 60,338 | 223,972 | 151,998 |
| Plymouth Total | 4,400 | 9,350 | 4,202 | 24,985 | 110,396 | 63,775 |
| Horizon | 1,400 | 4,200 | ..... | 6,554 | 40,468 | 18,434 |
| Reliant | 3,000 | 4,900 | 4,202 | 18,431 | 60,878 | 45,341 |
| Caravelle | ..... | 250 | ..... | ..... | 1,602 | ..... |
| Gran Fury | ..... | ..... | ..... | ..... | 7,448 | ..... |
| Chrysler Total | 1,900 | 1,800 | 2,622 | 12,721 | 18,128 | 28,469 |
| LeBaron | 1,900 | 1,800 | 2,622 | 12,721 | 13,266 | 28,469 |
| Chrysler | ..... | ..... | ..... | ..... | 4,862 | ..... |
| Dodge Total | 4,500 | 8,550 | 3,852 | 22,632 | 95,448 | 59,754 |
| Omni | 1,500 | 3,600 | ..... | 6,720 | 31,957 | 17,686 |
| Aries | 2,400 | 4,200 | 3,026 | 13,053 | 49,513 | 33,672 |
| Diplomat | ..... | 750 | ..... | ..... | 10,296 | ..... |
| Dodge 400 | 600 | ..... | 826 | 2,859 | ..... | 8,396 |
| St. Regis | ..... | ..... | ..... | ..... | 3,682 | ..... |
| FORD MOTOR | 20,759 | 32,529 | 22,986 | 102,251 | 377,272 | 241,815 |
| Ford Division | 14,165 | 22,614 | 14,316 | 62,866 | 262,462 | 147,279 |
| Escort | 5,709 | 6,920 | 5,474 | 32,073 | 113,239 | 66,873 |
| Fairmont | 2,381 | 5,580 | 3,005 | 9,088 | 51,461 | 22,706 |
| Must./Must. II | 2,599 | 3,228 | 2,924 | 9,873 | 38,117 | 26,927 |
| Granada | 1,836 | 2,880 | 2,726 | 8,642 | 18,735 | 21,643 |
| Thunderbird | 1,474 | 2,310 | ..... | 2,376 | 17,242 | 7,554 |
| Ford | ..... | 1,696 | ..... | ..... | 23,668 | ..... |
| EXP | 166 | ..... | 187 | 814 | ..... | 1,576 |
| L-M Division | 6,594 | 9,915 | 8,670 | 39,385 | 114,810 | 94,536 |
| Mercury Total | 5,358 | 8,287 | 6,582 | 29,801 | 98,537 | 67,892 |
| Lynx | 1,602 | 2,400 | 1,671 | 10,015 | 38,497 | 19,761 |
| Capri | 526 | 948 | 975 | 3,275 | 11,000 | 7,133 |
| Zephyr | 707 | 1,349 | 875 | 2,525 | 14,276 | 7,356 |
| Cougar | 902 | 1,438 | 1,283 | 4,360 | 9,120 | 11,190 |
| XR-7 | 431 | 858 | ..... | 889 | 7,072 | 2,514 |
| Mercury | 1,150 | 1,294 | 1,729 | 8,624 | 18,572 | 19,335 |
| LN7 | 40 | ..... | 49 | 113 | ..... | 313 |
| Lincoln Total | 1,236 | 1,628 | 2,088 | 9,584 | 16,273 | 26,644 |
| Continental ('82) | 247 | ..... | 417 | 1,917 | ..... | 5,858 |
| Lincoln | 598 | 813 | 843 | 3,834 | 7,686 | 10,771 |
| Mark VI | 391 | 815 | 828 | 3,833 | 8,587 | 10,015 |
| GENERAL MOTORS | 58,574 | 91,814 | 71,599 | 306,423 | 1,126,978 | 786,961 |
| Buick Division | 13,508 | 21,632 | 17,445 | 68,359 | 266,797 | 188,314 |
| Skylark | 2,264 | 5,381 | 3,425 | 16,257 | 74,714 | 33,846 |
| Skyhawk J | 2,488 | ..... | 2,833 | 6,820 | ..... | 22,321 |
| Century | 1,808 | 4,765 | 2,396 | 11,820 | 53,478 | 33,820 |
| Regal | 3,644 | 6,596 | 4,726 | 15,877 | 73,474 | 46,991 |
| Buick | 2,536 | 3,660 | 3,228 | 14,117 | 48,254 | 43,358 |
| Riviera | 768 | 1,230 | 837 | 3,468 | 16,877 | 7,978 |
| Cadillac Division | 4,560 | 4,519 | 5,675 | 21,672 | 85,816 | 64,272 |
| Cimarron | ..... | 12 | ..... | 908 | 12 | 1,401 |
| Seville | 480 | 745 | 601 | 2,898 | 9,143 | 6,562 |
| Eldorado | 1,200 | 1,560 | 1,497 | 6,631 | 19,255 | 17,284 |
| Cadillac | 2,880 | 2,202 | 3,577 | 11,235 | 57,406 | 39,025 |
| Chevrolet Division | 21,170 | 30,524 | 26,809 | 101,251 | 395,166 | 225,337 |
| Chevette | 5,300 | 8,715 | 6,823 | 31,020 | 87,155 | 45,744 |
| Cavalier | 1,225 | 944 | 1,907 | 12,632 | 1,065 | 28,089 |
| Celebrity | 2,210 | ..... | 2,473 | 5,684 | ..... | 15,007 |
| Camaro | 4,345 | 3,120 | 5,429 | 21,065 | 37,105 | 55,675 |
| Citation | 3,195 | 8,845 | 4,305 | 15,047 | 102,902 | 34,783 |
| Malibu | 2,825 | 5,270 | 3,259 | 7,317 | 72,081 | 20,399 |
| Monte Carlo | 1,210 | 3,230 | 1,581 | 3,767 | 36,976 | 12,043 |
| Chevrolet | 380 | ..... | 427 | 1,946 | 47,734 | 5,462 |
| Corvette | 480 | 400 | 605 | 2,773 | 10,148 | 8,135 |
| Oldsmobile Division | 11,312 | 22,292 | 11,999 | 80,616 | 265,907 | 216,201 |
| Omega | 1,292 | 3,325 | 1,606 | 10,744 | 44,889 | 23,073 |
| Firenza | 1,352 | ..... | 1,976 | 3,331 | ..... | 23,596 |
| Cutlass | 1,920 | 10,834 | ..... | 27,964 | 123,371 | 57,035 |
| Cutlass/Ciera | 2,032 | ..... | 2,326 | 12,585 | ..... | 31,068 |
| Oldsmobile | 4,284 | 6,960 | 5,424 | 22,831 | 83,377 | 71,880 |
| Toronado | 432 | 1,173 | 665 | 3,161 | 14,270 | 9,549 |
| Pontiac Division | 8,024 | 12,847 | 9,671 | 34,525 | 113,292 | 92,837 |
| Acadian† | 365 | 695 | 365 | 1,842 | 6,476 | 2,353 |
| J2000 | 949 | 1,088 | 808 | 2,194 | 1,783 | 5,304 |
| T1000 | 316 | 2,655 | 337 | 1,424 | 10,729 | 2,456 |
| Firebird | 2,388 | 960 | 2,960 | 11,439 | 14,580 | 30,514 |
| Phoenix | 710 | 3,009 | 877 | 2,829 | 33,563 | 7,419 |
| Grand Prix | 1,312 | 2,400 | 1,655 | 5,941 | 26,065 | 20,445 |
| Bonneville ('82) | 1,312 | ..... | 1,634 | 5,958 | ..... | 20,362 |
| A6000 | 672 | ..... | 1,035 | 2,898 | ..... | 3,964 |
| LeMans | ..... | 1,560 | ..... | ..... | 15,822 | ..... |
| Pontiac | ..... | 480 | ..... | ..... | 4,274 | ..... |
| VOLKSWAGEN | 2,855 | 4,160 | ..... | 7,005 | 54,496 | 27,122 |
| CHECKER | ..... | 50* | 100* | 360 | 683* | 900 |
| Total Cars, U. S. | 94,438 | 150,553 | 106,761 | 481,578 | 1,811,855 | 1,224,141 |

## TRUCK PRODUCTION IN U. S.†

| | Week Ended April 10, 1982 | Week Ended April 11, 1981 | Week Ended April 3, 1982 | March Total | Jan. 1 to April 11, 1981 | Jan. 1 to April 10, 1982 |
|---|---|---|---|---|---|---|
| CHEVROLET | 10,595 | 15,076 | 12,573 | 57,922 | 169,796 | 172,293 |
| DODGE | 1,700 | 1,900 | 2,734 | 13,920 | 21,363 | 33,681 |
| FORD | 14,226 | 13,470 | 18,316 | 82,068 | 169,849 | 173,306 |
| GMC | 3,235 | 4,634 | 5,327 | 22,283 | 60,376 | 62,373 |
| INTERNATIONAL | 760 | 1,890 | 1,160 | 4,795 | 22,027 | 14,076 |
| VOLKSWAGEN | 570 | 1,040 | ..... | 1,390 | 13,277 | 5,307 |
| JEEP | 1,140* | 1,700* | 1,900* | 7,784 | 25,086* | 21,870 |
| AM GENERAL | 40* | 85* | 50* | 230* | 1,190* | 590* |
| MISCELLANEOUS | 800* | 1,200* | 1,000* | 5,800* | 15,700* | 18,200* |
| Total Trucks, U. S. | 33,066 | 40,795 | 43,060 | 196,192 | 498,666 | 501,696 |

## CANADIAN TRUCK PRODUCTION

| | Week Ended April 10, 1982 | Week Ended April 11, 1981 | Week Ended April 3, 1982 | March Total | Jan. 1 to April 11, 1981 | Jan. 1 to April 10, 1982 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | 1,664 | 1,720 | 899 | 10,255 | 18,142 | 25,747 |
| FORD MOTOR | 2,288 | 4,080 | 3,559 | 15,058 | 49,708 | 32,745 |
| GENERAL MOTORS | 4,658 | 3,016 | 6,890 | 28,966 | 86,597 | 72,726 |
| INTERNATIONAL | 208 | 245 | 266 | 1,226 | 3,583 | 3,385 |
| Total Trucks, Canada | 8,818 | 9,061 | 11,614 | 55,505 | 158,030 | 134,603 |
| N. American Trucks | 41,884 | 49,856 | 54,674 | 251,697 | 656,696 | 636,299 |

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.

## CANADIAN CAR PRODUCTION

| | Week Ended April 10, 1982 | Week Ended April 11, 1981 | Week Ended April 3, 1982 | March Total | Jan. 1 to April 11, 1981 | Jan. 1 to April 10, 1982 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 480 | 760 | 610 | 2,805 | 8,567 | 7,289 |
| CHRYSLER CORP. | 2,752 | ..... | 1,368 | 15,924 | 5,356 | 45,378 |
| FORD MOTOR | 6,496 | 6,737 | 8,697 | 31,257 | 44,516 | 68,978 |
| GENERAL MOTORS | 3,452 | 13,340 | 7,543 | 38,252 | 155,895 | 101,249 |
| VOLVO | 180 | 225 | 225 | 959 | 3,026 | 2,982 |
| Total Cars, Canada | 13,360 | 21,062 | 18,443 | 89,197 | 217,360 | 225,876 |
| N. American Cars | 107,798 | 171,615 | 125,204 | 570,775 | 2,029,215 | 1,450,017 |
| N. American Trucks | 41,884 | 49,856 | 54,674 | 251,697 | 656,696 | 636,299 |
| North American Cars and Trucks | 149,682 | 221,471 | 179,878 | 822,472 | 2,685,911 | 2,086,316 |

†—All Acadians and Corvettes are built for sale in Canada. *—Estimated.

C2700-1 4/20/82


# Automotive News

April 19, 1982


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## Auto workers in Japan win pay increase

By Marjorie Sorge
Labor Editor

The Japanese auto companies and unions have settled on a new one-year agreement which provides a wage increase well above the increase in consumer prices.

According to UAW Vice President Donald Ephlin, Toyota workers settled for a 7.4 percent increase in the new contract while Nissan workers got a 7.2 percent hike. Consumer prices (CP) in Japan for 1981 rose 4.9 percent and Ephlin said predictions are they will decline in 1982. In 1980 it was 8.0 percent.

The Japanese unions hold their "Spring Offensive" annually with the auto companies. During this period, a new contract is negotiated.

In the U. S., the new contracts negotiated between the UAW and General Motors and Ford Motor Co. offer little increase in wages for 18 months because of the deferral of three quarterly cost-of-living adjustments (COLA) and the elimination of all annual improvement factors (AIF) for the length of the agreements which expire Sept. 14, 1984.

At both U. S. auto companies, the UAW anticipates a 2.7 percent increase in the first year of the contract (April, 1982 to April, 1983). The union is assuming 7.5 percent inflation.

Over the 30 months of the new GM contract there will be a 15.9 percent increase in wages while the Consumer Price Index will increase 19.6 percent, according to the UAW.

"In the U. S. we are not fully covered from inflation," Ephlin said. "But with normal AIF and COLA, it is close to 100 percent."

The AIF has been 3 percent per year in recent contracts while the COLA is figured on one cent for every 0.26 percent rise in the CPI.

According to Ephlin, the AIF is based on national productivity, but he said productivity is higher in the auto industry and in the past the excess has been used to pay for fringe benefits.

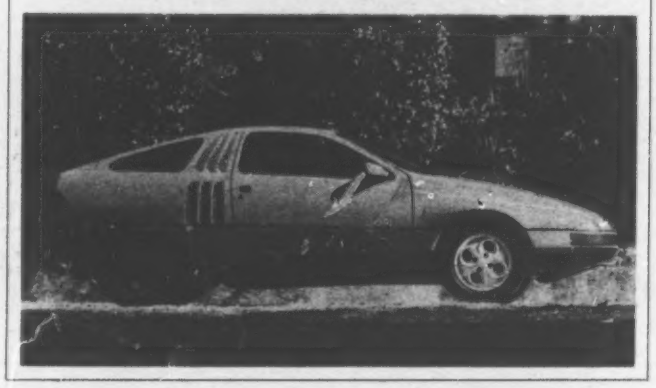
• Ephlin was in Japan recently attending the meeting of the U. S.-Japan Auto Study group. While there, he said he told the Japanese union leaders they should get more of the increase in productivity tied into paychecks or ask for better fringes like longer relief time. Currently, the Japanese get 10-minute breaks in both the morning and afternoon while in the U. S.

Continued on Page 62, Col. 4

## Ghia whiz

***Brezza heads for Turin***

Ford Motor Co.'s Ghia Operations' latest show car is the Brezza. It is based on production components of the North American Ford EXP. The car, which makes its debut this week at the Turin Auto Show, is a two-seater with engine and transmission in the center. Ghia says some of the Brezza's features could be incorporated into production vehicles, but the Brezza is not intended for production.



**GAO says it will stay that way pending a better battery**

## Electric-car program called a flop

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The government's electric vehicle program has been a failure and will stay that way until a better battery is developed and at least one major auto maker is committed to make and sell electrics. So said the General Accounting Office, Congress' watchdog, in a report to House Energy Subcommittee Chairman Richard Ottinger, New York Democrat.

The GAO added that the Energy Department appears to be on target in dropping the electric-vehicle program except that Congress might consider spending some money on R&D leading toward an advanced battery, where support is essential if electrics are ever to become commercially competitive with conventional vehicles and if the federal government is to salvage its investment of $180 million.

In 1976, Congress passed an electric and hybrid vehicle R&D and demonstration law in order to provide a transportation alternative that would not be dependent on oil.

In April, 1979, GAO published its first report and found that electrics cost too much and did not perform well enough to become market-ready soon. In 1976, GAO suggested turning to research on advanced batteries. Now GAO's update, while finding some improvement, still sees little potential for widespread commercialization.

Gradual improvements have been made in range, speed and acceleration and even in such subjective measurements as appearance, quality and "overall level of refinement."

State-of-the-art electrics now have ranges between 30 and 70 miles before recharging; they can accelerate from zero to 30 MPH in about 12 seconds, and their top speeds are between 45 and 68 MPH. But they are not competitive with gasoline cars nor with diesels except in acceleration.

Because of the improvements, however, the Energy Department set higher standards for vehicles to qualify under its demonstration programs. Even so, said GAO, the typical electric today is still a "converted conventional vehicle with limited performance capabilities, unresolved safety issues and high cost."

Even though the range has improved on test tracks, in actual day-to-day driving by ordinary people the range is closer to 30-40 miles, and it takes between 8 to 10 hours to recharge

Continued on Page 62, Col. 1

## Imports' stockpile pared to 49 days; some lines run short

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. continued to decline during March, and importers and their dealers opened April with a shortage-marked 49-day supply, down from 51 days a month earlier.

The 49-day supply compared with a domestic new-car inventory, which was also on the way down, of 58½ days.

Importers and their dealers had 366,059 new cars in stock April 1, down from 371,553 a month earlier.

The inventory of new imported pickup trucks totaled 158,157 April 1, little changed from 158,972 a month earlier. A brisker sales pace, however, resulted in a 104-day supply of trucks, down from 118 days March 1.

The combined car and truck inventory was 524,216, a 58-day supply, compared with 530,525 units March 1, a 61-day supply.

Toyota, Honda and Mercedes-Benz were all carrying inventories lean enough to hold a lid on sales. Toyota very nearly lost its No. 1 sales slot to Nissan and had only a 21-day supply of new cars April 1. Nissan, on the other hand, had a stronger 54-day stockpile to back its sales surge.

Honda managed to build its inventory up to a 30-day supply from 20 days a month earlier, but its sales were affected by its short stockpile.

Mercedes-Benz had a slim 35-day supply of new cars April 1. Also on the lean side were inventories of Subaru, 40 days; BMW, 47 days; Mazda, 48 days, and Volvo, 52 days.

Isuzu had an 86-day supply of new cars and Chrysler Corp. had a 132-day stockpile of Mitsubishi-built cars.

The inventory of Japanese-built new cars in the U. S. totaled 254,368, up slightly from 252,095 a month earlier. But the April 1 supply was unchanged from March 1 at 42 days, reflecting the higher sales pace achieved in March.

• The stockpile of West German-built cars totaled 63,100 April 1, a 79-day supply, down from 70,984 a month earlier, which was a 93-day supply.

In addition to a 35-day supply of Mercedes-Benz and 47-day stock of BMW, the West German inventory included a 63-day supply of Porsche, a 107-day stock of Audi and a 125-day supply of imported Volkswagens.

New-car inventories of some other import nameplates April 1 included Volvo, 52 days; Jaguar, 67 days; Saab, 82 days; Renault, 86 days; Fiat, 88 days, and Peugeot, 109 days.

DeLoreans were in hefty 441-day supply, but more than half of the cars in stock were not yet in dealer hands, a fact which undoubtedly kept the sales rate low, thus kicking the days-supply figure up.

Days-supply figures for new imported pickup trucks in stock April 1 were: Toyota, 49; Mazda, 90; Datsun, 110; Chevrolet LUV, 128; Mitsubishi (Dodge Ram 50 and Plymouth Arrow), 134; Ford Courier, 188, and Isuzu, 214.

## breaking news

### Engines chosen for Mitsubishi pickup

LOS ANGELES. — Mitsubishi Motor Sales of America's turbodiesel minipickup, the first of its kind, will use a 2.3-liter Silent Shaft power plant when it is introduced this fall. The engine will be available on both two- and four-wheel drive versions and a five-speed manual transmission will be standard. MMSA will also offer a 2.6-liter gasoline engine (similar to that used in Chrysler-distributed Mitsubishi trucks) and a new 2.0-liter gasoline power plant.

### GM lends Opel $530 million

FRANKFURT, West Germany. — General Motors has made a $530 million loan to Adam Opel A.G., its West German subsidiary. Opel had a loss of $245 million for 1981 and does not anticipate a profit for 1982. Opel also lost money in 1980 (its first postwar loss), so 1982 shapes up as its third straight year in the red.

See BREAKING NEWS, Page 8, Col. 1

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**For seat belts, against drunk driving**

# Two safety campaigns launched by Reagan

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — President Reagan has launched two national campaigns — one to "buckle up" and the other to keep drunks from driving—as a major effort to educate the public and reduce deaths and injuries from highway accidents.

Both are being backed strongly by NHTSA head Raymond Peck and Transportation Secretary Drew Lewis. Both are primarily educational, and both rely on voluntary efforts mostly from the private sector.

The 30-member President's Commission on Drunk Driving, chaired by former Transportation Secretary John Volpe, will work with state and local officials to attack the problem that is believed to be involved in more than half of all fatal auto crashes. It has a one-year life.

The national safety-belt campaign to educate and motivate the public "buckle up" also has the potential to save half the lives lost in highway crashes. Currently, only about 10 percent of car occupants wear belts. This is the campaign promised by Peck last October when he rescinded the passive-restraint standard.

• President Reagan described Americans as being "outraged" over the highway "slaughter" and said the "mood of the nation is ripe to make headway tc solving the problem.

The sunny meeting in the White House Rose Garden was attended by General Motors Chairman Roger B. Smith, Ford Chairman Phi'ip Caldwell, Chrysler Chairman Lee Iacocca and American Honda Executive Vice President M. Itabashi.

GM, which supports Michigan's proposal to mandate seatbelt use, plans an extended employe education campaign, using 140 publications that reach almost half a million workers and their families.

GM also plans to adopt a company belt-use policy, use GM's field speakers bureau to educate its audiences; develop ads for radio and the print media, seek new ways to tell the public it is both "socially acceptable and responsible" to wear belts and encourage all its unions, suppliers, dealers, etc., to support the NHTSA buckle-up campaign.

Smith also said GM will meet with the President's Commission on Drunk Driving to find ways to continue work GM has done for years to deal with alcohol and driving.

Caldwell said Ford has already given NHTSA 10,000 copies of a belt-use film for showing to high schools. Ford also plans to incorporate "buckle-up" messages in its ads, place "Get It Together" decals on Ford cars, use its speaker bureaus to carry the message and invite the press to view crashes that show effectiveness of belt use.

Ford also said that well-known race-car drivers will appear on major network and local talk shows to show the advantages of wearing belts. It also plans to use children in restraint devices in its sales catalogs.

Iacocca endorsed the dual program, noting that that's what Chrysler has been saying all along. The company will continue to promote belt use and require its employes to wear belts in company cars and its print ads will encourage "buckle up." Chrysler has just introduced a new line of child and infant restraint systems.

American Honda sees the selt-belt-use campaign as the "Honda philosophy in action"—combining engineering excellence with concern for social needs. Honda started its work with dealers and suppliers some weeks ago and plans to spend about $1 million in advertising this first year for a radio ad campaign in its six or seven major markets.

Goodyear — whose president Robert E. Mercer attended the White House ceermony—will use its three blimps and night signs during the summer to urge the public to "buckle up."

George Lyles, NADA president, plans a major program to be promoted actively by dealer members across the nation.

Other groups planning support programs include the American Seat Belt Council, the American Assn. of Motor Vehicle Administrators, and a long list of government, educational and consumer organizations.

The national drunk driving program was developed by Peck and Lewis after many Congressmen urged Presidential action. It plans public forums, meetings with state and local officials, gathering citizens' interest to support drunk-driving arrests and the use of sanctions.

***The Princess as Ambassador***

BL's domestic-market-only Ambassador is a development of the Princess two-box sedan. The latest model features a full hatchback, revised suspension and a realignment of trim and model designations. The company's target is 2 percent (29,000 cars) of the market segment.

**But current bill will have to bc modified, he says**

# Dingell: Local content has a chance

By Marjorie Sorge
Labor Editor

DETROIT. — There may have to be some concessions in the local-content bill, currently in committee in the House of Representatives, if it is to win Congressional approval, according to Rep. John D. Dingell, Michigan Democrat.

Dingell told UAW Local 22 here that a local-content bill has a good chance of becoming law although "we may have to push it down the throats of those in the White House who don't want it."

And, he admitted, there may have to be some concessions to get the bill through. The bill will also face a test in the Senate where there is very little support for local-content legislation.

The current bill requires auto makers with annual sales over 100,000 vehicles in the U. S. to have at least 25 percent local content by 1985. It is then graduated by volume with manufacturers selling 500,000 vehicles in the U. S. annually required to have at least 90 percent U. S.-made parts by 1985.

Dingell told about 65 union members attending the meeting he is now a co-sponsor of the bill and will actively endorse domestic-content legislation. He said he has not previously endorsed the bill because he has been working on two trade proposals of his own and on revising the Clean Air Act.

• While the local-content bill is still in the hearing stage, Dingell indicated that H.R. 5252, a revision of the Clean Air Act, could be out of committee by the first week in May.

The auto companies have indicated that the proposed changes in that law could save up to $300 a car. According to Dingell, both General Motors and Volkswagen of America have promised to pass along that saving to the consumer. Ford Motor Co. has said it will be competitive.

A year ago, GM said revisions in the Clean Air Act could save between $160 and $300 per car, but a company spokesman said although those figures were good a year ago, as time progresses it reduces the amount prices can be lowered because the company becomes tied into specific programs.

In addition to easing CO and NOx standards for vehicles, that bill also modifies the sanctions put on states not in compliance with the Clean Air Act by the end of 1982 and extends the deadline to 1987. Under the current law, states not in compliance with the Act could lose highway, water pollution and sewage treatment funds from the federal government, Dingell said.

Already the EPA is considering cutting off millions of dollars in such aid, he said, indicating that Detroit was one of the major cities listed for noncompliance.

The UAW has endorsed H.R. 5252 and has said it will provide more jobs while maintaining and improving air quality levels.

H.R. 5252 also modifies the inspection and maintenance (I/M) program to apply to more seriously polluted areas, rather than mandating I/M for nearly all areas that have not met ambient air standards as is currently required, he said.

According to Dingell, it appears Michigan may be required to put an I/M into place and that could cost $500 million.

***Transport fit for a Pope***

Artists' impressions of the two vehicles which will transport Pope John Paul II on his visit to the UK this year feature the work of Ogle Design, based on BL products. One is on the chassis of a Range Rover (above) and the other on the Leyland T45 Constructor. Already they have been dubbed, colloquially, "Popemobiles."

# Checker to continue as a major supplier

By Marjorie Sorge
Labor Editor

Checker Motor Co. may stop building taxicabs in July, but it will continue to be a major supplier to the auto industry, company officials said.

In a letter to its Allied Industrial Workers Union employes, Checker said it will "phase out the taxicab manufacturing operation" and has no plans for future manufacturing in Kalamazoo, where the cabs have been built since 1922.

But Marcia Schill, Checker's director of communication, said the supplier end of the business is lucrative. She indicated it will keep the company a strong concern even if the manufacturing operation is phased out.

While Checker lost $448,000 in 1981, the taxicab manufacturing plant lost $300 million, according to Schill. In 1980 the company made a $2.45 million profit.

To try to reduce the cost of the manufacturing operation, Checker asked its union employes to make concessions earlier this year and told them without the concessions the future of the Kalamazoo plant might be in jeopardy.

However, Local 682 of the Allied Industrial Workers of America refused to consider renegotiating the contract, which expires May, 1983.

In the letter sent to its 800 union workers in late March, Checker said "if the union and its membership are not willing to work with the company as

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***Luxury VW Vanagon debuts***

Volkswagen of America has brought out a new luxury GL version of its Vanagon, both gasoline and diesel. The GL has velour upholstery, padded fold-down armrests for all seven seats, cut-out head restraints, map pockets, additional sound insulation and extra reading lights for rear passengers. Vanagon GL is rated at 29 MPG city/highway with a diesel engine, making it the most economical van sold in the U. S., according to VWoA. Price has not been announced.

**In new study by NHTSA**

# Safety cost put at $370 per car

**By Helen Kahn**
Washington Bureau Chief

WASHINGTON. — Preliminary results from a new NHTSA study of costs of auto safety regulations estimate that the cost averages about $370 in 1981 dollars, or 4 percent of the price of a 1982 car.

Recently, the cost of safety standards has accounted for less than 2 percent of all new-car price increases, according to NHTSA.

NHTSA's Office of Plans and Programs used several factors to assess direct costs—variable costs, capital costs, R&D costs, engineering and launch costs, compliance testing costs and administrative costs — as well as secondary effects such as lost production and higher fuel usage.

The additional weight, for instance, meant increases of about 20 gallons per vehicle per year, costing the average consumer about $210 during a vehicle's 10-year lifetime.

But NHTSA said that insurance premium savings for personal injury insurance coverage because of safety improvements could be $3 billion annually, or $25 per car.

But if all safety standards were repealed, consumers would not recoup the entire $370 since many features might be retained because of consumer demand or because they have been accepted as common industry practice. Without safety standards, average vehicle prices might decrease by only $80, according to NHTSA.

NHTSA also figures that between 1966 and 1981, safety standards have saved over 83,000 lives and have prevented hundreds of thousands of serious injuries. As new cars replace older ones, NHTSA estimates that more than 10,000 lives per year are being saved.

• NHTSA noted that General Motors Chairman Roger B. Smith recently estimated that $425 of the average car's cost as due to safety standards. In 1977, the Center for the Study of American Business at Washington University in St. Louis said it was about $422 (in current 1981 dollars, this would be about $633).

The basis for much of this different data is the Bureau of Labor Statistics, and NHTSA explained at some length its different method. This includes:

1. Differentiation between a one-time cost and continuous costs. For example, seat-belt-interlock costs are still being used for some vehicles by BLS.

2. Separating first-year costs from costs of the same feature in future model years. Bumpers, for example, were expensive and heavy when "hung on" at the beginning, but became much lighter and cheaper when plastic was used for designed-in features.

3. Making sure the estimated price change was made on a representative vehicle. For example, costs are generally higher for large cars. Consumer preference recently has changed to smaller cars, but the BLS average may include too many large cars.

4. Realizing that the auto industry does not use strict cost-based pricing, that is, more cost may be recovered from vehicles that are not as price sensitive (luxury or specialty cars).

5. Knowing that some features will be retained regardless of standards (better brakes, for example).

Since BLS data is the best that is available, NHTSA uses it but makes adjustments. This includes adding two features — steering control impact protection and seat-back locks—which BLS apparently had forgotten.

• During the period when safety standards cost about 2 percent of the new-car price hike, emission controls cost about 14 percent of that total and the rest came from higher manufacturing costs affected strongly by inflation.

For example, between 1974 and 1980, prices for cold-rolled carbon steel sheet rose 77 percent; aluminum sheet prices rose 82 percent and industrial electric power rose more than 200 percent.

Between 1974 and 1979, average hourly earnings in the industry rose by 55 percent but productivity rose by only 17 percent. And the large investments for downsizing put extra pressure on car prices.

NHTSA's preliminary document is open for comment and NHTSA is especially interested in certain areas:

Does the size of the company make a difference in the regulatory burden? How does the mandated safety R&D spending compare with voluntary spending? Are there recurring capital spending costs for standards? How does the learning curve reduce costs?

Also, what is the effect of small price increases on sales? It there any cumulative effect on sales of higher car prices for safety requirements? Are regulatory costs higher for domestics than for imports? What is the nature and extent of administrative burden from safety standards? What is the effect of compliance testing costs?

And, further, do safety standards have any effect on employment? Have safety standards inhibited production efficiency or delayed design improvements? What is the extent of insurance cost reductions?

**Early April tally dips 17.65 pct.**

# New-car sales slump continues

**By Jenny L. King**
Staff Writer

Early-month domestic new-car sales were no April Fool: They were a real disappointment, down 17.65 percent from the already depressed level of a year earlier and third lowest so far this calendar year. Many rebates had terminated at the end of March, and the party was over.

The five major U. S. auto makers retailed 133,402 new passenger cars April 1-10. With nine selling days, they averaged just 14,822 per day. This compared with sales of 162,001 in 1981 and a rate of 18,000 per selling day.

Year-to-date sales totaled 1,534,092, down 19.04 percent from 1,894,793 the preceding year.

It was the lowest early-April report since 1961 when 128,865 units were sold. Best for the period was 241,974 in 1973.

Chrysler Corp. was the only domestic maker to report improved sales. The corporation's 2.00-percent increase, pitted against losses at General Motors and Ford Motor Co. of 19.07 percent and 20.70 percent respectively, pushed Chrysler to a record market penetration for the year. Chrysler landed at 15.63 percent, up from 12.62 percent in 1981.

**DOMESTIC SALES**

| | April 1-10, 1982 | April 1-10, 1981 |
|---|---|---|
| AMERICAN MOTORS | 1,900† | 3,000† |
| Chrysler | 5,010 | 2,775 |
| Imperial | 79 | 163 |
| Plymouth | 7,985 | 9,056 |
| Dodge | 7,778 | 8,450 |
| CHRYSLER CORP. | 20,852 | 20,444 |
| Ford | 22,959 | 29,541 |
| Mercury | 7,338 | 9,784 |
| Lincoln | 1,917 | 1,296 |
| FORD MOTOR CO. | 32,214 | 40,621 |
| Buick | 16,886 | 19,788 |
| Cadillac | 5,499 | 6,538 |
| Chevrolet | 23,335 | 33,512 |
| Oldsmobile | 19,445 | 21,469 |
| Pontiac | 10,928 | 12,716 |
| GENERAL MTRS. | 76,093 | 94,023 |
| VOLKSKAGEN | 2,343 | 3,913 |
| INDUSTRY TOTAL | 133,402 | 162,001 |

†—Estimate.

Chrysler sales totaled 20,852, up a few hundred units from 20,444 last year. GM dropped 19.07 percent to 76,093 from 94,023. Ford was down 20.70 percent to 32,214 from 40,621. Volkswagen of America Rabbit sales numbered 2,343, down 40.12 percent from 3,913, and estimated sales of American Motors passenger cars were 1,900, down 36.67 percent from 3,000.

GM's share of the early-April market was 57.04 percent, down from 58.04 percent in 1981. Ford earned 24.15 percent, down from 25.07 percent. Chrysler soared to 15.63 percent from 12.62 percent. VWoA cornered 1.76 percent, down from 2.42 percent, and AMC had an estimated 1.42 percent, down from 1.85 percent.

Chrysler and Lincoln were the only makes to move ahead of year-ago sales platforms. Chrysler zoomed up 80.54 percent, to 5,010 from 2,775. Lincoln sales were up a healthy 47.92 percent, to 1,917 from 1,296.

At GM, Chevrolet was down 30.37 percent, Cadillac was down 15.89 percent, Buick was down 14.67 percent, Pontiac was down 14.06 percent and Oldsmobile was down 9.43 percent.

Plymouth dropped 11.83 percent, Dodge was down 7.95 percent and Imperial was down 51.53 percent.

Ford was off 22.28 percent and Mercury was down 25.00 percent.

# GSA reduces lease rates for federal agencies' fleets

WASHINGTON. — Vehicle lease rates for federal agencies have been reduced by the General Services Administration, the government's purchasing agent.

This is the first instance of passing along cost savings, and GSA hopes to have additional reductions before the end of the current fiscal year on Sept. 30.

The across-the-board rollback is $6 per month for each of some 90,000 leased vehicles. The monthly charge for a subcompact sedan, for instance, will drop from $117 to $111. The savings for the Defense Department will total nearly $1 million less over the rest of this fiscal year.

The GSA attributed its savings to streamlined procurement enabling it to buy vehicles when market conditions are best, eliminating unneeded government requirements, replacing vehicles leased from commercial firms with government-owned ones and using capital saved because of low bid prices on other vehicles.

Other factors are reallocating owned vehicles from other uses, reallocating funds for improving facilities to vehicle procurement and extending leases for lease vehicles still in inventory for an extra 9 to 12 months thereby delaying the need for new leases at higher costs.

The $4 million rate reduction —making the government rates lower than most commercial ones—comes mostly from GSA's decision to extend a cost-favorable lease for 1979 vehicles and to replace 1,500 leased 1978 models with government-owned vehicles.

Some of the replacement vehicles were bought at prices as much as 30 percent below dealer cost.

## GMAC appoints 2

DETROIT. — General Motors Acceptance Corp. has appointed two regional finance managers. They are Robert B. Zane, Dallas, and James D. Nelson, San Francisco.

# Fraser to quit Chrysler board when he retires

DETROIT. — UAW President Douglas A. Fraser will step down as a member of the Chrysler board of directors when he retires as president of the union next year.

According to the Detroit News, Fraser said he is there as a "representative of the workers" and remaining on the board would "dilute" his reason for becoming a Chrysler director. However, he said there would continue to be a union representative on the board.

Fraser retires from his post as president of the UAW at the union's Constitutional Convention next May in Dallas.

***Buy American***

Lyn Nofziger, of the consulting firm of Nofziger & Bragg and adviser to President Reagan, places a Build America, Buy American bumper sticker on his new 1982 Lincoln Continental, purchased from Cherner Lincoln-Mercury, Vienna, Va. Nofziger's office is campaigning to encourage consumers to examine the costs of foreign purchases in terms of American unemployment and revenue losses.

## Aluminum plant slated

ROXBORO, N. C. — Saramar Aluminum Co., Warren, O., which manufactures aluminum parts for automotive engines and railroad cars, is planning to build a new manufacturing plant on a 10-acre site here.